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## VII International Forum on Exhibition Industry “5pEXPO’2013” Event Programme

### June 6, 2013, Thursday

#### 10:30—11:00 5pExpo’2013 Opening Ceremony

**Host:**

Sergey Bednov — Head of the RF CCI Committee on Exhibitions and Fairs, and Support of Manufacturers and Exporters; Director General of Expocentre ZAO

**Welcoming Remarks:**

Aleksandr Torshin, Sergey Katyrin, Georgy Kalamarov  
Sergey Alekseyev  
*Pavilion No.7, Conference Hall*

#### 11:00—12:30 Panel Discussion “Focus of Government Attention: Exhibition Business”

**Moderators:**

Sergey Bednov — Head of the RF CCI Committee on Exhibitions and Fairs, and Support of Manufacturers and Exporters; Director General of Expocentre ZAO  
Aleksy Gruzdev — Director of the Russian Ministry of Industry and Trade Department for Foreign Economic Relations  
Igor Korotin — Director, the RF CCI Department for Exhibitions, Trade Fairs and Congresses  
Sergey Alekseyev — President of the Russian Union of Exhibitions and Fairs; Head of the UFI European Chapter

— Implementing the Vision for the Development of the Exhibition, Trade Fair and Conference Activity in Russia Including Drafting a Law on Exhibitions and Trade Fairs  
— The Federal System of Public Sector Contracts  
— Fostering Exhibitions and Trade Fairs in Regions

**Speakers:**

Aleksy Komissarov, Head of the Department for Science, Industrial Policy and Entrepreneurship in the Moscow City Government  
Sergey Trofimov, President of RESTEC Holding  
RESTEC Experience in Creating Networks of Exhibitions  
Aleksandr Shtalenkov, Regional Director of ITE Russia

**Exhibitions: Economic Effect in Regions**

Sergey Voronkov, Executive Director of ExpoForum ZAO

**State Support of Exhibitions and Fairs in St Petersburg: Practice and Challenges**

Vladimir Bolikov, Acting Deputy Head of Yekaterinburg City Administration for the Consumer Market and Services; Head of the Department for the Consumer Market and Services

**Exhibitions in Yekaterinburg: Prospects to 2020**

*Pavilion No.7, Conference Hall*

#### 13:30—14:00 Tour of the exhibition

*Pavilion No.7*

#### 14:00—14:20 Briefing for exhibition industry specialists and the press

#### 14:00—15:00 Master Class “Creating a Superb Stand Using Digital Technologies”

**Moderator:**

Ilya Balakhnin, Director General and Managing Partner of the New Media & Digital Creative Agency Paper Planes  
*Pavilion No.7, Presentation Zone No.1*

#### 14:30—15:30 Presentation “World Expos: Role in Global Development. Russia’s Participation in Expo Exhibitions”

**Moderator:**

Georgy Kalamarov, Deputy Minister of Industry and Trade of the Russian Federation  
**Presentation of Russia’s Bid to Host Expo’2020**  
Eric Bugulov, Director General of the Expo 2020 Bidding Committee ANO  
**Presentation of Expo Astana’2017**  
G. Tursynmuratova, Specialist of the Kazakhstan Trade Mission in the Russian Federation  
*Pavilion No.7 Conference Hall*

#### 16:00—17:30 Round-Table Discussion “CIS Exhibition Business: Role in Economic Integration of CIS Countries”

**Moderators:**

Anatoly Dron, Deputy Chairperson of the CIS Executive Committee — the CIS Deputy Executive Secretary  
Aleksy Mikushko, Chairperson of the CIS Interstate Council on Exhibitions, Trade Fairs and Congresses; Director General of All-Russia Exhibition Centre SJSC  
**Speakers:**  
Natalya Nikandrova, Deputy Chairperson of the Belarusian Chamber of Commerce and Industry (BelCCI)

**Exhibition Industry in the Republic of Belarus: Challenges and Prospects**

Vladimir Tishurov, Director General of the Belarusian Trade and Exhibition, and Information and Marketing Centre in Moscow ZAO  
Vladimir Savchenko, Director General of the Non-Profit Partnership Business Centre for the CIS Economic Development  
Viktor Linovitsky, Head of Kyrgyzexpocentre Department  
Sharif Said, Chairman of the Chamber of Commerce and Industry of the Republic of Tajikistan

**Political and Economic Role of Exhibitions in Developing International Economic Relations Between the Republic of Tajikistan and the World**

*Pavilion No.7, Banquet Hall*

#### 16:00—17:00 Round-Table Discussion “Interaction Between Sectoral Association of the Russian Union of Industrialists and Entrepreneurs and Exhibition Operators”

#### 17:00—18:00 Business Contacts Exchange

**Moderator:**

Sergey Alekseyev — President of the Russian Union of Exhibitions and Fairs; Head of the UFI European Chapter

**Speakers:**

Valery Barulin, Vice President of RUEF, Head of the Committee on Strategic Planning of RUEF Activities, Improvement of Legal and Regulatory Framework for Exhibitions, Trade Fairs and Conference Events; Director General of Nizhegorodskaya Yarmarka VZAO

**Exhibitions as Part of Strategic Management of a Company**

Aleksandr Romanov, Co-Chair of the Committee on Exhibitions, a Board Member of the Russian Union of Industrialists and Entrepreneurs (RSPP); President of the Non-Profit Russian Union of Metal and Steel Suppliers

**Strategic Planning and Organization of Participation of Manufacturers in Exhibitions**

*Pavilion No. 7, Presentation Zone No. 2*

18:30—22:00 **5pExpo'2013 Opening Gala (RIVER PALACE boat)**

**June 7, 2013, Friday**

10:30—12:00 **Round-Table Discussion "Investing in Exhibition Facilities Using Public-Private Partnership. Principles of Locating Regional Exhibition Premises"**

**Moderators:**

Igor Korotin – Director, the RF CCI Department for Exhibitions, Trade Fairs and Congresses

Aleksey Vyalkin – Director of the RF CCI Department for Encouraging Investment and Innovation

**Speakers:**

Pavel Seleznyov, Board Chairman of the Public-Private Partnership Development Centre; Chairman of the Sub-Committee on Public-Private Partnership of the RF CCI Committee on Investment Policy

**Implementing Investment Projects in Russia's Regions Using Mechanisms of Public-Private Partnership****Presentation of Exhibition and Conference Venue Investment Projects**

Valery Skrug, President of the Belgorod Chamber of Commerce and Industry

**Setting up an International Business Centre in Belgorod**

Valentin Orlov, President of the Kostroma Chamber of Commerce and Industry

**Construction of Expocentre-Kostroma**

Sergey Filippov, Director General of the Mid-Urals Development Corporation

**Yekaterinburg-Expo International Exhibition Centre**

Valery Barulin, Vice President of RUEF, Head of the Committee on Strategic Planning of RUEF Activities, Improvement of Legal and Regulatory Framework for Exhibitions, Trade Fairs and Conference Events; Director General of Nizhegorodskaya Yarmarka VZAO

**Presentation of the Multifunctional Congress Centre of Nizhegorodskaya Yarmarka VZAO**

Ilya Beltyukov, Director General of the VETA Exhibition Centre of the Voronezh Chamber of Commerce and Industry

**Voronezh-Expo Congress and Exhibition Centre**

Lev Semyonov, Director General of Kazanskaya Yarmarka OAO

**Construction of an International Exhibition Centre in Kazan**

Rufina Dautova, Deputy Director General of the Bashkir Exhibition Company

**Presentation of a New Exhibition Venue VDNKh-EXPO in the city of Ufa**

Anatoly Prokudov, Deputy Director General of the Chamber of Commerce and Industry of the Republic of Mordovia

**Construction of a Congress and Exhibition Centre in the city of Saransk, Mordovia**

Igor Bychkov, Director General of RESTEC Ural OOO; Executive Director of the Non-Profit Partnership Centre for Cooperation in Preparing and Implementing Inter-Regional, Cross-Border and International Programmes; Chairman of the RUEF Educational and Methodological Committee

**Analyzing Exhibition Venues in the North-West Region**

Sergey Voronkov, Executive Director of ExpoForum ZAO

**The Role of a Congress and Exhibition Venue in a Cluster Strategy**

*Congress Centre, Skylight Hall*

12:00—14:00 **A Working Group Session on the Development of Cooperation in Staging Exhibitions and Congresses with CIS Exhibition Companies**

**Moderators:**

Valery Barulin, Co-Chairman of the Working Group, Vice President of RUEF, Head of the Committee on Strategic Planning of RUEF Activities, Improvement of Legal and Regulatory Framework for Exhibitions, Trade Fairs and Conference Events; Director General of Nizhegorodskaya Yarmarka VZAO

Veniamin Farberov, Co-Chairman of the Working Group;

Director of Expodonbass OOO

*Pavilion No.7, Banquet Hall*

12:30—13:30 **Seminar "Intellectual Property Protection and Enforcement as Part of the Exhibition Activity"**

**Moderator:**

Yekaterina Bednova, Head of the IP Department of Expocentre ZAO

**The Expocentre for Counterfeit-Free Exhibitions Project as a Way to Eliminate IP Infringement: First Results and Prospects****Speakers:**

Anna Manvelova, Director of the Department for Textile and Consumer Goods Exhibitions, Messe Frankfurt Rus OOO

**International Practices of Combating Counterfeit Goods at Exhibitions: MesseFrankfurtagainstcopying**

Svetlana Farkhutdinova, Leading Lawyer of the IP Department of Expocentre ZAO

**Challenges for Establishing Conventional Priority for Trademark Applications**

Yevgeny Soldatov, Managing Partner of the Soldatov and Partners Patent Law Office

**Exception to Lack on Novelty: How to Prove Disclosure at an Exhibition**

Larisa Glagoleva, Leading Lawyer of the IP Department of Expocentre ZAO

**Challenges to Obtaining Evidence of Disclosure at Exhibitions**

*Pavilion No.7, Presentation Zone No. 1*

13:00—15:00 **Presentation "Moscow: Expo capital of Russia"**

**Moderators:**

Sergey Shmakov, Vice President of the Moscow Chamber of Commerce and Industry  
Mikhail An, First Deputy Head of the Department for Science, Industrial Policy and Entrepreneurship in the Moscow City Government

**Speakers:**

Aleksey Komissarov, Head of the Department for Science, Industrial Policy and Entrepreneurship in the Moscow City Government

Delegates from the Moscow City Government, the Moscow Chamber of Commerce and Industry, the Guild of Exhibition Companies and Business Community of Moscow

*Pavilion No.7, Conference Hall*

14:00—15:30 **Business Seminar “Global Market of Event Services. Event Industry Development: Trends and Forecasts”****Moderator:**

Natalia Serebrovskaya, Deputy Head of the Marketing and Advertisement Department, Expocentre ZAO

**Speakers:**

Andreas Winkler, Vice President of Messe Frankfurt RUS

**Fairconstruction: an Effective Tool for Collaboration with Exhibitors from Other Countries**

Darya Ostrovskaya, Managing Director of the RESTEC Media Holding

**Green Meetings: Green Technologies at Exhibitions and Conferences**

*Pavilion No.7, Presentation Zone No. 1*

14:00—15:30 **Business Seminar “IT Technologies for Exhibition Industry: Review of Technical and Digital Innovations”****Moderator:**

Mikhail Maksimov, Director of the RF CCI Department for Information and Communication Technologies

**Speakers:**

Sergey Davletshin, Director General of Radio Guide OOO

**Russian Innovative Technologies in the Conference and MICE-Tourism Industries**

V. Korzhov, Director General of ExpoGlobbus

**CRM Systems for Managing Congresses and Exhibitions**

Mikhail Krasnov, Director General of SV SoftLab OOO

Mikhail Belikov, Director General of Screen Agency OOO

A. Kuprin, Technical Director of NEO Navigatsia OOO

**Single IT Package for a World-Beating Exhibition.****A Business: Before, During and After an Exhibition**

Aleksandr Pavlov, Exponet.ru

Aleksey Yartsev, Director General of Usametrics

**EXPOOffice: Project Administration System for Exhibition Companies**

*Pavilion No.7, Presentation Zone No.2*

16:00—17:30 **Business Seminar “Marketing Solutions in Exhibition Business. Maximizing Sales”****Moderator:**

Andrei Zhukovsky, Deputy Director General of Expocentre ZAO

**Speakers:**

Yevgeniya Manukovskaya, Head of the Expomap.ru Project

**3-dimensional Promotion of Business Events: Content for Organizers, Consumers and the Press**

Yury Nikolayev, Head of the Expo. all biz Project of All.biz Holding

**Effective Online Technologies for Attracting Visitors from Other Countries to Russian and CIS Exhibitions**

Yu. Kondaurova, Head of the Mobile Stands Department of the OriginExpo Company

**Effectiveness of Modern Marketing: New Products in the Mobile Stand Market**

Tatyana Lisanova, Head of the Exhibition Audit Department of RussCom IT Systems

Ye. Stupnikova, Marketing Director at Ego Translating Representative Office in Moscow

**Exhibition: an Effective Tool for Boosting International Sales and Entering New Markets**

*Pavilion No.7, Presentation Zone No. 1*

16:00—17:30 **Business Seminar “Innovations in Stand and Exhibition Design. Modern Exhibition Equipment”****Moderator:**

M. Lygin, Head of the Engineering and Design Department of Expoconsta ZAO

**Speakers:**

Yury Mishin, Director General of the Expoforce Company

Exhibition Stand Construction: Innovations

A. Pisarevsky, Head of Department at the OriginExpo Company

A. Kaymanov, Head of Department at the OriginExpo Company

**Additional Elements of Exhibition Stands:****A Way to Stand Out from the Crowd**

*Pavilion No.7, Presentation Zone No.2*

**June 8, 2013, Saturday**10:00—14:00 **Presentations of Exhibition Best Practices; Technology and Service Innovations**

*Exhibitors' stands*

11:00—13:00 **Results and award ceremony of the Exhibition Design'2013: Best Russian Stands Competition**13:00—14:00 **5pExpo'2013 Closing Ceremony. Awarding Diplomas to Participants**