

# Event Program

## The 7th Russian Conference on Trade Fairs “Trade Fairs and Congresses: Digital Economy Networking” and the 10th Anniversary International Forum of the Exhibition Industry “5pEXPO 2018”

June 6–7, 2018, Expocentre Fairgrounds, Moscow

### June 6, 2018

10:00 Registration of participants in the 7th Russian Conference on Trade Fairs “Trade Fairs and Congresses: Digital Economy Networking” and the 10th Anniversary International Forum of the Exhibition Industry “5pEXPO 2018”

**North Entrance, South Entrance, West Entrance**

11:00 Opening ceremony of the 10th Anniversary International Forum of the Exhibition Industry “5pEXPO 2018”

**Tour around the exhibition**

**Pavilion 3, Stage, Podium**

12:00—14:00 The 7th Russian Conference on Trade Fairs “Trade Fairs and Congresses: Digital Economy Networking”

**Pavilion 2, Blue Hall**

**Plenary meeting**

**Moderated by: Vladimir Dmitriev**, Vice President of the Russian Chamber of Commerce and Industry

**Welcome address**

of President of the Russian Chamber of Commerce and Industry **Sergey Katyrin**

**Russian Trade Fairs: Key Trends and Prospects**

**Georgy Kalamanov**, Deputy Minister of Industry and Trade of Russia

**Trade Show Business: on the Threshold of Digital Transformation**

**Sergey Bednov**, Chairman of the Committee on Exhibition, Trade Fair and Congress Activities of the Russian Chamber of Commerce and Industry, Director General of Expocentre AO

**Trade Fairs as an Effective Tool to Promote Export**

**Andrey Slepnev**, Director General of Russian Export Center AO

**Modern Congress Infrastructure as a Key Factor to Develop the Industry**

**Vladimir Strashko**, Director General of World Trade Center (Moscow)

**Key Trends in the Development of Trade Fairs in Terms of Digitalization**

**Sergey Alexeev**, President of the Russian Union of Exhibitions and Fairs, Vice President of ExpoForum International

**Trade Fairs and Russian Regions.**

**Best Practices of Roscongress Foundation**

**Alexander Stuglev**, Director of Roscongress Foundation

**Smart Platform as an Effective Tool of Digital Economy Networking**

**Sergey Voronkov**, CEO of ExpoForum International

**Attracting Major International Congresses to Regions**

**Alexey Kalachev**, Director General of the Russian Convention Bureau

**Digital Technology and Trade Fairs: Together or Instead**

**Kirill Kaem**, Vice President of the Skolkovo Foundation, Executive Director of the Biomedical Technologies Cluster

**EXPO 2025 in Russia. Prospects and Heritage**

**Azamat Tsebojev**, Deputy Director General for Marketing and Communications at EXPO 2025 Bid Committee

**Experience of the Vyatka Chamber of Commerce and Industry: Trade Fairs and Congresses for Development of Small and Medium-Size Businesses**

**Andrey Usenko**, Vice President of the Vyatka Chamber of Commerce and Industry

**Development of Trade Fairs in Yekaterinburg. Support of Trade Fairs Held Under the Patronage**

**Vladimir Bolikov**, Deputy Head of the Yekaterinburg City Administration for Consumer Market and Services

**Digital Transformation of Trade Fair Industry and Event Business**

**Sergey Plugotarenko**, Director of the Russian Association for Electronic Communications (RAEC)

14:00—15:00 **Break**

15:00—17:30 The 7th Russian Conference on Trade Fairs “Trade Fairs and Congresses: Digital Economy Networking”

**Pavilion 2, Blue Hall**

15:00—16:15 **Round table on Trade Fairs and Congresses and Business Tourism**

16:15—16:30 **Break**

16:30—17:30 **Round table on Safety of Trade Fairs and Congresses: Design, Construction and Operation**

## June 7, 2018

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10:00—18:00 **Conference on NewExpoTech: New Technologies in the Trade Show Industry**  
**Pavilion 3, PRACTICE Platform**

9:30—9:45 Registration of conference participants

9:45—10:00 Welcome address of the conference organizers  
**Nikolay Karasev**, Director of ExpoEffect Exhibition Consulting Agency

10:00—10:15 **Modern LED Technologies in the Trade Show Industry**  
**Sergey Biryukov**, Director General of LED Screen Service

10:15—11:00 **Brand Architecture of the Exhibition Product. Idea. Rate. Changes**  
**Gleb Veselov**, Event Director of iFinMedia

11:00—11:30 **Man Is Meant to Fly! Move Routine Processes to a Cloud Nearby**  
**Gleb Veselov**, Event Director of iFinMedia

11:30—12:00 **Break + Networking**

12:00—12:30 **Application of the SmartEvent System Using the Examples of 27 Trade Shows Held in 2017-2018**  
**Amir Khafizov**, founder of SmartEvent project

12:30—13:00 **New Information Platform for Exhibitors and Visitors**  
**Alexey Gnezdilov**, Development Director of FlippingBook

13:00—13:30 **EXPODAT Cases for b2b and b2c Trade Shows: Managed Attendance, Instant Identification, and Meeting Recording**  
**Alexey Danshin**, Director for Strategic Planning and Development of EXPODAT

13:30—14:30 **Break + Networking**

14:30—15:15 **Breakthrough in the Analytics of Trade Show Visitors of 2018**  
**Maksim Semenov**, Artus

15:15—16:00 **Use of Technologies to Meet the Needs of Exhibitors and Visitors: Exhibitor Catalogue for Organizers and SpacePlanner as a Smart Solution to Manage Building-Up**  
**Sergey Mazur**, Technical Manager of Protoplan  
**Ilya Labetsky**, Key Accountant Manager of Protoplan

16:00—16:30 **Break + Networking**

16:30—17:00 **Mobile Application as a Tool to Increase Revenue from Trade Shows**  
**Pavel Tokarev**, CEO of 2Meet

17:00—17:30 **Cloud Solutions Change Life! EventBank: New Service for Organizers**  
**Tatyana Mekhonoshina**, Development Director of EventBank in Russia

17:30—18:00 **Event of a New Format. Say Future Forum: from Idea to its Implementation**  
**Nikolay Marichev**, Executive Director of BIZON Exhibition Companies Group

### **Pavilion 3, 5pEXPO Platform**

11:00—11:30 **VEST Special Design Group**  
**The VEST Metallokonstruktor: Freedom to Designer and Assistance to Builder When Making Two-Storey Stands**  
**Leriy Salekhov**, Chief Engineer of VEST Group

11:45—12:15 **LED Media Service**  
**Modern LED Technologies**  
**Sergey Biryukov**, General Director of LED Screen Service

12:30—14:00 **Brainstorming with ExpoForum**  
**Economy of Transformations**  
**Maria Tsedeviyn**, Head of Advertising, Design and Internet Department of ExpoForum International  
**Inna Vernidub**, Marketing and Advertising Director of ExpoForum International

14:15—14:45 **LingTong (China)**  
**Lingtong Exhibition System: Eco-Friendly Display System**

15:00—16:00 **EventBank**  
**EventBank: Integrated Cloud Solution for Event Organizers, Industry Associations and Chambers of Commerce and Industry**  
**Tatyana Mekhonoshina**, Development Director of EventBank in Russia

### **Pavilion 3, OPINION Platform**

11:00—11:30 **EXPONET Portal**  
**Why Do Visitors Attend Trade Shows?**  
**Alexander Pavlov**, Head of EXPONET Project

12:00—13:30 **Conference of the Russian Convention Bureau and Event LIVE, a business portal for event industry professionals**  
**Event Gene in the DNA Territory: Product, Meaning, Value, Effectiveness**

14:00—15:30 **Master class of EGO Translating Company**  
**Effective Participation in International Trade Shows Abroad: New Opportunities and Challenges**  
**Maria Volkova**, Marketing Specialist of EGO Translating Company