



Welcome Message to the participants of the International Forum of the Exhibition Industry 5pEXPO 2018

Dear colleagues,

On behalf of the Russian Union of Exhibitions and Fairs, I would like to welcome the participants and visitors to the 5pExpo Forum.

5pExpo is an integral part of the exhibition industry that brings together the market players who are ready to showcase their best projects and achievements and share ideas about the future of the industry. The Forum always gives incentive to the development of the Russian trade show industry and to increase in contacts between trade show companies and their service consumers.

The high level of organization and international recognition of 5pEXPO are confirmed by the logos of UFI, the Global Association of the Exhibition Industry, and the Russian Union of Exhibitions and Fairs.

The celebration of the Global Exhibitions Day within the Forum has become a good tradition. The main aim of this initiative is to draw more attention to the exhibition industry and increase the importance of trade shows for business and for development of economies of regions and the country as a whole as well as for international cooperation.

The key events of the Global Exhibitions Day in Russia are the 7th edition of the Russian Conference on Exhibitions "Trade Fairs and Congresses: Digital Economy Networking" and the General Meeting of RUEF members at Expocentre Fairgrounds on June 5-6, 2018. These events attract representatives of authorities, chambers of commerce and industry, industry associations, leading entrepreneurs, and foreign MICE associations.

One of the most important topics of today – digitalization of the exhibition industry – will be brought up at the Forum. The Government of Russia has developed and approved the program to enable the environment for transition to the digital economy. The trade show companies need to join the process and carry out digital transformation of their business to remain competitive and effective.

I would like to wish all participants in the 5pExpo Forum fruitful work, constructive networking, and effective use of opportunities to strengthen their businesses. I wish the Forum to develop steadily and reach new frontiers.

Sergey Alexeev
President of RUEF,
the Russian Union of Exhibitions and Fairs
Vice-President of UFI, the Global Association
of the Exhibition Industry