



# NEW EVENT HORIZONS

EXPOFORUM

EXPOFORUM

**2023**  
**ЭКСПОФОРУМ**  
GROUP OF COMPANIES  
DEVELOPMENT  
STRATEGY



# CONTENTS

MANIFESTO OF EXPOFORUM GROUP OF COMPANIES .....	2
SYMBOLS OF EXPOFORUM .....	10
EXPOFORUM: STRATEGY UNTIL 2023 .....	12
EXPOFORUM: 5 YEAR RESULTS .....	13
BUSINESS AREAS: STRATEGIC GUIDELINES FOR 2023 .....	14





# MANIFESTO

## OF EXPOFORUM GROUP OF COMPANIES

Our country's life today is determined by the objective global processes in which it is included, as well as by the processes occurring within its social space. Currently, Russia is engaged with a situation of existential challenges and threats. Therefore, setting goals and objectives goes beyond ordinary triviality. The question of how a person, through their own actions and contributions, can help the Russia of today to come into its own and actualize itself in those properties that make it a great country – an object of pride and care for its citizens – is becoming the main meaning and goal of the whole of society. The short- and long-term strategy of ExpoForum International will be determined by considering these conditions and deciding on their semantic and value-based reference points.

### **GLOBAL TRENDS AND CHALLENGES IN THE DEVELOPMENT OF MODERN CIVILIZATION, THEIR HUMANITARIAN CONSEQUENCES, AND THE MISSION OF THE CONVENTION AND EXHIBITION INDUSTRY**

**The 21st century is the age of digitalization and technology.** This alliance has become an explosive force that has powerfully advanced modern civilization. Humanity has never known such high development rates. The power of humanity worldwide is growing by leaps and bounds, generating new living standards, new demands, interests ... and new problems.

Globalization unifies living standards. However, it does not unite, but divides humanity, giving rise to increased competition, geopolitical confrontation, and tension. Urbanization and the growth of large cities create convenience for everyday life, but they break traditional public relations, replacing the lively and animated relationships of people with telephone conversations and short SMS messages. The World Wide Web opened the whole world to humanity but in doing so, narrowed its living space to the computer monitor and doomed it to loneliness on the internet. But nevertheless... These days, the increase in the form and the scale of communication for modern humanity is as unprecedented as in everything else. Events and activities of various scales and themes, for any age and any audience – it is also a business card of today.

The reason is that the industrial capitalism of the 19th century, which determined the face of human civilization for the time to come, contains a fundamental, essential attribute – alienation. Originating in the bowels of industrial civilization, where a human is alienated first from the results and benefits of this work, then – from his own creative activity and the world of culture, and finally – from his own human nature, as industrialization grows, alienation grows and deepens at the same pace, scale, and intensity. And at the turn of the last millennium, this process reached its limit. ***The 50 years between the turn of the 20th and 21st centuries is the era of ultimate and total alienation.***

Digitalization has not only brought a human technological power to the logical line, bringing us to infinite freedom of inexhaustible possibilities. By its use – through the conception of virtual reality – the process was also enhanced by a total alienation by which a human has been brought to the final point of their atomicity and loneliness. So, the human soul – this sensitive tool of survival both in the physical and in the sociocultural sense – has felt this limit. It warns us of the danger and initiates efforts to find a way out of this impasse.

The dialectic of this alienation process leads to the fact that the reverse development and assumption of an alienated reality by a human becomes a vital necessity for them. So, today, we are already observing how digital technologies are becoming more specialized, but people... are increasingly seeking communication! Because a human needs an environment that responds to their interest! It is through communication that loneliness is overcome, personal experience is enriched, and significant understanding, personal discoveries and insights are transferred. Only through communication can a human restore themselves and recover



their own nature, since the wealth of human nature is determined by the wealth of those social ties and relationships formed through collective activity in which they are incorporated.

Modern civilization, with its industrialization and digitalization, has no less dramatic social and humanitarian consequences. By spreading itself too thin, humanity loses its relations which shape and support its humaneness. Humanity and society are dehumanized. Primordial human values and joint residence rules are depreciated. Communal joys and problems leave our public life, there is no need for mutual assistance, empathy or sympathy, the desire for unity to find a common cause disappears and the ground for solidarity is lost. The compression of the space for joint activity creates boredom and indifference and leads you to fall out of love with life. The logical conclusion to the degradation of human nature is an existential vacuum that engenders a senseless human existence.

The replacement and “way out” of this impasse is “new values and goals,” which are thrown at us by mass culture and the entertainment industry. Alcohol and drugs, gambling games, and performances create a false sense of employment and involvement in the “culture.” “Money and fame! Now and at any cost!” – these pseudo-values are expanded by mass culture quite successfully and find fertile ground quickly. Humanity and society have been corrupted and criminalized.

While actually, **human nature** experiences a transformation “back to nature!”, so man becomes an egoist, and society – aggressive and dehumanized. Modern society has demonstrated all these processes, from ruthless geopolitical competition and the spread of terrorism to the institution of family degradation, domestic violence, and the growth of aggression in schools.

Once upon a time, man overcame this state by group activity and a community-based form of life. It is communication – in the widest range of community activity and emotional impressions from it – that shapes human nature. Therefore, everything that activates and diversifies positive communication and its moral and creative potential, in reality, humanizes society, confronts its degradation, and fights against social vice and problems. So, people’s desire for communication and contact will only increase in the future. The underlying interests and development trends of human and society lie there. **Therefore, the 21st century can rightfully be called the age of communication.**

However, a modern human cannot avoid civilization and the growth of scale and complicating of forms of activity, meaning that the reasons for cooperation and forms of communication will develop. Moreover, communication will increasingly take civilized forms, and this is - a historical perspective that is already impossible to change.

Communication between people has historically tended to expand from narrowly collective forms to social-group and mass-social ones. **What attracts people to participate in mass events, and what is the place of convention and exhibition events in this line?** The latter are characterized by eventfulness, and many forms of this industry are deliberately referred to as “event-driven business.”

**What is an event?** It is a part or a moment of social life, which is happening in a limited time frame; and, by happening, it is individualized in its uniqueness and individuality. An event stands out from the monotony of the routine of everyday life, characterized by the intensity of its processes, the speed of its occurrence, and the high emotional intensity of perception. **Therefore, a genuine event always leaves a deep imprint, a lasting impression, on the mind for a long time.** A modern person is waiting, desiring, and looking for events to break out of monotonous everyday existence, to experience emotional uplift and retain it in their memory.

The event also unites people in a local space in a short time, transforming each individual being into **co-being** with each other in a variety of interactions and acts of coexistence in event proceedings. The need for







# MANIFESTO

## OF EXPOFORUM GROUP OF COMPANIES

events and the desire of people to be involved in them show that the individual feels the need to live together with others who are nearby, experiencing all the possible completeness of human relations under the given conditions in a brief interval. This method of communication has become widespread in recent decades due to the destruction of traditional communities and ties; and the consumption of events in the modern world has become an adequate form of social communication for it.

Modern society also **creates events**, including **by organizing activities**. However, for an activity to turn into an event, it is necessary, firstly, to separate what is happening from everyday routine and to endow it with an eventful feature. The latter has its own time dimension, which depends on event saturation, i.e., the processes intensity and the frequency of various events per time unit. Secondly, it should have significance, depending on how much it reflects the basic values of a given community, meets its expectations and needs, and touches its members' "common strings." This causes a resonance that gives energy to the event and determines its potential. And, thirdly, the event should provide people with an emotional uplift, and high intensity of positive emotions.

***All these characteristics are created during convention and exhibition activities when organizing and holding events that suggest the prospects for its further and long-lasting existence.***

**The next planet-wide trend** of our time is caused by global movement of the world economy. Modern industrialization and digitalization, which reduce the production costs, as well as the increasing intensity of competition in the global market for goods and services, initiate the search for new ways to increase the consumer value of economic offers. So, at the present moment, the process of the shaping and development of the economy of impressions is gaining pace, scope, and significance .

Impressions are the fourth economic offer (after raw materials, goods, and services), - Joseph Pine and James Gilmore say <sup>1</sup>. "It is as strikingly different from services as services are from goods." Raw materials are of equal worth; goods are tangible; services are intangible; **but impressions are inerasable. Despite the fact that impressions are short-lived, they remain in the mind forever.** In the same way that people save on goods to buy more services, they save time and money on services to acquire more valuable impressions."

While, it is not only and not so much about the entertainment industry, which has a long history. The nature of the new economy is shown by the authors using the example of coffee. Companies that collect coffee beans or trade them in the market receive 1 or 2 cents per cup. When a manufacturer grinds, packs and sells the same coffee beans in a grocery store, the price per cup rises to 5–25 cents. If coffee is cooked in a regular coffee shop on the corner, this service will already cost \$ 0.5–1. However, serve the same coffee in a five-star restaurant where its order, cooking and drinking are like a theater performance, - and consumers will be glad to pay between \$ 2 and \$ 5 per cup, the authors say. But that's not all. Drinking coffee at the Cafe Florian on St. Mark's Square in Venice, combined with the fresh sea air and enjoying the images and sounds of this amazing city, raises the coffee price to \$ 15 per cup, and these unforgettable minutes are worth the money!

<sup>1</sup> B.J. Pine II, J.H. Gilmore The Economy of Impressions. Work is a theater, and every business is a stage. - M.: Alpina Publisher, p. 304, 2018

**When a person buys an impression, they pay for the unforgettable moments of their life prepared by the company** (like in a theatrical performance), that is, for their own feelings and sensations. So, this new value – of impressions – increasingly determines the nature of interests and the consumer value of modern goods and services.

This global trend is closely related, on the one hand, to the increasing role and value of events and impressions in people's lives, and on the other – with another trend in the development of modern – and first and foremost, Russian – expo-business. We are talking about the tendency **to diversify exhibition and fair forms into visitor-based forms**, towards convention forms (congresses, conferences, round-table discussions, master classes, etc.) and events (event-driven activities of various natures and orientations, from sports to folklore, from family and children to corporate, etc.). A wider social and sociocultural context should be noted here: **the widest sections of the population are drawn into the event-driven organization of communication in our time**. The more convention and exhibition activities will be democratized, the more the infrastructure of impressions will develop; and vice versa, impressions will determine the degree and extent of people's desire to participate in events.

**The next global trend and challenge of time is the powerful development of the world market, intensification of global economic competition**, the struggle for markets, for the leadership of states, and the geopolitical space and control over it. In these conditions, the exhibition, fair, and convention industry becomes a powerful locomotive of production, technological, economic, scientific, innovative, and other processes, one of the most powerful communication channels and an indispensable means of solving production and economic problems of various types, scales, and levels.

It is noteworthy that, despite the explosion of technological innovations in the modern world, the **convention and exhibition industry has no alternatives for a number of parameters**. Exhibitions have been and still remain one of the most effective tools for advertising and promoting products, services, enterprises, and industries. As for eventfulness, in the context of the global mass movement of entire sectors and industries of the economy to the world wide web – both relating to advertising, and to sales and after-sales services – exhibition events, switching over either to conventional forms – with current and subsequent discussion of issues on social media, or to events – already with the formation of new impressions of goods and services, which is difficult to do in the net, they take on a special advantage.

Today, different countries and cities are fighting for the right to host world-wide rotated events, while they also pay for this right. All this should be clear, not only in terms of prestige, but also taking into account the role played by convention and exhibition events in the marketing of territories, increasing their competitiveness, and especially – in the formation and promotion of territorial competencies.

Thus, Singapore faced with the desalination problem began to develop the World Congress on Desalination as a priority task to resolve it. And now it is a leading world center that brings together key specialists, investors, and business representatives, who are involved in resolving this issue.

The cumulative effect for the territory from investments in events, taking into account the revenues of the hospitality industry, is 1: 7, and one workplace at the exhibition creates 5–6 workplaces in the service industries. For example, St. Petersburg, which has good backgrounds, is very profitable for business tourism with its high profitability, the effect of prolonging travel, and seasonality equalizing, which is important.

There are plenty of such examples that demonstrate economic efficiency, exceptional usefulness and the importance of the convention and exhibition industry.

**Another global challenge** of modern civilizational development that is having an unprecedented impact on raising the importance of convention and exhibition activities is **the modern scale of expansion, the degree of**



# MANIFESTO

## OF EXPOFORUM GROUP OF COMPANIES

**controllability and manipulability of global media**, which form the world of event-driving, evaluation, values, and image as well as the mass consciousness of modern man. It is impossible to overcome the information flow or compete with it in influencing the social consciousness. Everyone understands this, as they also understand the impossibility of adequate activity in the distorted picture of reality. The only reliable information channels in this case are direct physical contact and a physical presence at event venues. Therefore, “seeing with one’s own eyes” becomes, for the modern person, almost the only way to verify the information delivered via the media.

In that regard, the domestic expo-sphere is now experiencing its moment of truth. In the context of the information war, when enormous forces and means were thrown at discrediting Russia in the world, the truth about it protecting its reputation becomes a strategic resource for its economic, political, and social survival, its sovereign existence and, its full participation in international relations. Therewith, the convention and exhibition sphere is a unique tool, which by its events opens people around the world to the opportunity to correct information in person and to establish the truth.

It can be argued that a lot is being done in this direction in Russia now: Olympics, sports and athletics competitions, world championships, festivals, scientific forums, etc. provide a much more powerful, multi-million ruble inflow of a multi-targeted audience. It has done this very successfully: despite the media negative impact, interest in Russia in the world is growing steadily. This can be seen using the international tourism as an example. The flow of tourists is growing, even from Europe, Canada, and North America, despite the flow of denunciation statements in the media and intimidation of foreign policy departments. The Olympics and the World Cup brought thousands of athletes and millions of fans who personally saw the country; in lively communication and millions of diverse contacts. They touched on our culture, the friendliness of our people and as a result became friends and admirers of Russia. **Therefore, it is so important to create as many opportunities and areas for communication as possible as part of various events and activities.**

It is worth noting that at the same time the convention and exhibition sphere is not a competitor to the sports events mentioned. This is not a matter of the attracted audience scale, but a matter of its specificity. The army of a million fans is undoubtedly wonderful thing, but this is not the audience which forms the development frames for countries and modern world. These frames are formed at industry specialized events, where leading businessmen, politicians, financiers, analysts, etc. come. They also need professional and business communication.

Therefore, the St. Petersburg International Economic Forum, the UFI (the Global Association of the Exhibition Industry) Global Congress, the St. Petersburg International Gas Forum, and a number of similar events contribute to raising the economic, political, and image status of Russia that is often comparable with the many months of efforts by the foreign-policy establishment in its structures and events as a whole. International contacts to be limited or prohibited by state and political departments of unfriendly state, are in great demand by the business community of these countries, as evidenced by the steady growth in the number of participants in such events. Thus, the more contacts we have with the world, with different countries, and within the country, the more opportunities there are for mutual understanding, for interaction, and for the development of business, countries, territories, and cities.





One has to reckon with the fact that in modern civilization any form of social activity develops its own forms of communication and interaction and **gives preference to its recognized venues**. The business community has shaped its own form over the years – for exhibition and fairs, and then for conventions, and it is conferred precisely on these venues. This means that convention and exhibition activity **has its own unique niche**. The indicated global trends increase the demand for such venues.

However, communication there is not necessarily limited solely to business interests. By including additional formats in the programs of the main events, convention and exhibition complexes are able to expand the field and areas of communication, open up new themes and directions for discussion and exchange of views; initiate among the participants the need for new targeted or informal contacts, unite them according to their interests, and contribute to the development of new interconnections and relationships.

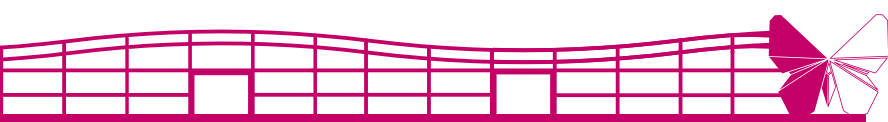
Today, the purpose of convention and exhibition complexes is not limited only to the benefits of contacts and interactions solely in the business sphere. We have already spoken about the growing popularity of event-based forms of arrangement communication between people and a trend in the development of the activities of expo-operators to diversify towards the expansion of congresses, events, and other visitor-based forms. Seeing this as a purely commercial interest, desire, and opportunity to make a profit is a common mistake of convention and exhibition management.

It must be understood that the expansion and development of new forms of convention and exhibition activities is **the creation of space and time for communication in any form**, for a wide variety of interests and groups; and therewith it is **creating opportunities for the birth of new, most diverse and specialized social, cultural and other projects, activities and relationships**. Thanks to this diversification, it becomes possible to expand the coverage of the contingent of people who are consumers of expo and event services, not only to satisfy their need for events and impressions, but at the same time several humanitarian and sociocultural goals can be achieved; starting from supporting public diplomacy as an alternative to attempts of political circles to isolate Russia, to transmitting information, knowledge, and cultural patterns into the Russian environment itself, etc.

With this organization, the most diverse segments of the population can communicate and receive the same emotional drive as a businessman receives from a timely signing of the successful contract. These will be different generations, of different ethnic backgrounds, with various religious, sociocultural, professional and other interests, which will form and attract the most diverse targeted audiences to communication.

Moreover, the expansion and intensification of the amateur activity of the population, a part of which become the different ways of people communicating, form diversity, fullness of the space of joint activity, interests, interactions, and relationships, which is no more and no less an **essence of civil society**. Therefore, the most important social result from visitor-based activities of convention and exhibition complexes become **the formation of civil society**.

If events focus on their own national priorities, they will activate a nationally-oriented entrepreneurial initiative, cultivate a desire to increase Russia's national and international image, and as a result they bring up patriotism, and instill pride, respect, and love for the motherland. So communication in terms of its fullness of forms and connections shapes new communities of people, the highest of which is the nation. In this aspect, we are talking about the **most important, in terms of the country and our civilization, strategic task of the highest level – the formation of Russian people**.





# MANIFESTO

## OF EXPOFORUM GROUP OF COMPANIES

It is no coincidence that in the "Development Strategy of St. Petersburg for 2035" the task of forming a civil society is one of the main priorities. ***Convention and exhibition activity, in its diversified form, can and should become one of the drivers of this social process.***

The same meaning has the need for a close relationship between our company's activities ***and the priority national projects of the Russian Federation*** that have become the national program for "human capital" growth, and its areas – "Investments in people." If this activity would not be understood in terms of narrow utilitarianism, then its meaning and purpose is not profit but the development of the country and the city.

Ultimately, the meaning of both our existence and our activities, reforms, and prospects is to optimize our activities in accordance with their deepest meanings and values.

***So, in the conditions of global processes of "technification" and digitalization, we provide and "clothe" in civilized forms the need of people in interaction, in co-existence and – in a more narrow meaning – in communications. We also meet people's need for events and impressions, creating opportunities for this.***

***By providing business with targeted information and communications and by consolidating the business community, we create new opportunities for expanding cooperation, developing the economy and welfare of the country, regions, and territories and for increasing the production and scientific, technological, and economic potential of Russia and St. Petersburg.***

***Participation in our events creates opportunities for the national and international business community to obtain reliable knowledge about the real picture of the world and for direct acquaintance with our country and city, and forms a positive image and high reputation for Russia and St. Petersburg among foreign and domestic participants.***

***By organizing and conducting events, we create opportunities for communication of various social groups, the development of public initiative, the revival and translation of national traditions, and the growth of patriotism and pride in our country; that is, to develop civil society and consolidate it into a nation, and therefore, to raise our country to the top of democratic processes and values.***

**Therefore, ExpoForum's slogan is "Experience Momentum!"**

***The discovery of new opportunities*** is the basis for the creation, existence, and prospects of our company, and in the broadest social and humanitarian sense is our social mission.

Our ***general goal is*** to serve Russia by creating in the process of and by means of convention and exhibition activities, opportunities for strengthening its image and high reputation as:

- a powerful, civilized state with a modern economy and democratic values;
- a country with a rich history and unique cultural heritage;
- a society based in its development on national historical and sociocultural traditions and its own scientific, technological, educational, natural, and human potential; with a high culture of relations and activities that integrates and develops the best world and national achievements.



Our *strategic goals* are:

**In the process of and by means of convention and exhibition activities:**

- strengthening and implementing the priority of national interests in economy, politics, science, education, healthcare, and culture;
- the development of national business activity, a culture of business activity, and the restoration of national industry;
- the consolidation of the Russian business community and the expansion of national and international cooperation to increase and fulfil the industrial, economic, scientific and technological, innovative and cultural potential of Russia and St. Petersburg.

**From an event perspective:**

- increasing the solidarity of people and various social groups, the formation of civil society by increasing interactions, contacts, relationships, and types of collective activity;
- promoting the positive transformation of national social psychology, strengthening social optimism and love of life by creating an emotionally-positive communication environment.

Our *special task* is to turn the ExpoForum Convention and Exhibition Centre into a convention and exhibition complex of the highest culture, the pride of industry and domestic business, and a reliable partner in creating a favorable business environment and developing business activities.

Moreover, it is extremely simple to explain the main meaning of our activities. For EF International Ltd. and its team, work means not just what to do and how to do, but in what name to do it. **Creating communication and “robing” it in events and impressions is the deep meaning of our work.** By creating communication, we enrich ourselves and enrich others. By creating communication, we create the fullness of human being, making a person a human individual, saving him from the worst things; physical loneliness and existential emptiness. We establish the meaning of life and give the impulse to development for people, contributing to success in the search for some common cause. And when the goal “Let the Motherland Live” becomes such a common cause, then we work for the country and its people.

And no matter what each of us does at their workplace, we will see and understand how our actions work for this purpose, for this common cause. By hosting sport events or agrobusiness-related events, we promote a healthy lifestyle and national folk traditions. By representing the beauty and health industry, we contribute to the beauty and health of the Russian people. By conducting large-scale events such as the SPGF (St. Petersburg International Gas Forum) or SPIEF (St. Petersburg International Energy Forum), we are building up the economic potential and reputation of Russia as a powerful energy and technological state with unique natural resources. And so on. Then our activity really becomes value-based and well-grounded.

That’s why the *high meanings* of our own activity are needed, the activity of preserving our own country and Russia's place in the modern world.

**Chief Executive Officer, EF International Ltd.**  
**Sergey Voronkov**





## SIGNS OF EXPOFORUM

### НА ВСТРЕЧУ ВОЗМОЖНОСТЯМ EXPERIENCE MOMENTUM



EXPOFORUM-CENTER.RU

**Expolet** — the strategic image of ExpoForum group of companies for 2023!

The image of our company's success strategy in 2014–2018 was Expomobile, but Expomobile has already achieved all its goals and arrived at its destination before 2018! So, we are changing from Expomobile to Expolet to rise even higher, to strive for new event horizons even faster!

Our brand is presented in the global meeting industry by the **Super E sign**, which recalls the architecture of the ExpoForum building: the three exhibition pavilions and the Congress Center form the four parallel elements. A variety of color combinations complements the image of a futuristic letter. Together they express the idea of a form which can be filled with different content, that is, events give the venue a unique image. **We chose the butterfly as a symbol of all our projects.** After all, each event passes a series of metamorphoses: from the idea arising to the well-organized impressive event. Butterflies live a vibrant life, just like convention and exhibition projects, for only a few days, but during this time they pollinate hundreds of plants, eventually becoming the "mothers" of magnificent flowers, and in our analogy, — unforgettable impressions, useful contacts and new ideas for business development.

**The scent that showcases our brand is Edelweiss.** Starting from August, it is this fragrance that has filled the passage. The premium, subtle musk and water aroma gives a feeling of freshness and cool water and leaves an elegant plume. The smell of this mountain flower symbolizes a breath of fresh air, energizes the guests of ExpoForum, and encourages them to conquer new heights of business.

**The corporate spirit of this leading company is reflected in the Dedication to ExpoForum.** Its text reveals our potential as organizers and shows off the professionalism of our employees. We consistently give an impulse to the development of the economy through our activities, and this is expressed in our slogan — **"Experience Momentum."**



## DEDICATION TO EXPOFORUM

Couplet 1:

**At the highest point of Northern capital,  
At the top of country's key exhibitions,  
ExpoForum rushes into the future —  
Our complex, that we believe in.**

**Sports and shows, exhibitions, congresses,  
All year round we run non-stop events.  
Businessmen and stars, and presidents —  
Millions of faces in a kaleidoscope.**

Refrain:

**At the heights of Pulkovo,  
We meet airplanes,  
A Sign of Great victories —  
Our Super E sign!**

Refrain:

**ExpoForum, ExpoForum,  
We stand firm in words:  
We are a team and for us  
Nothing is impossible!  
Atop of industry,  
We welcome any guests,  
Together with ExpoForum —  
Experience Momentum!**

Couplet 2:

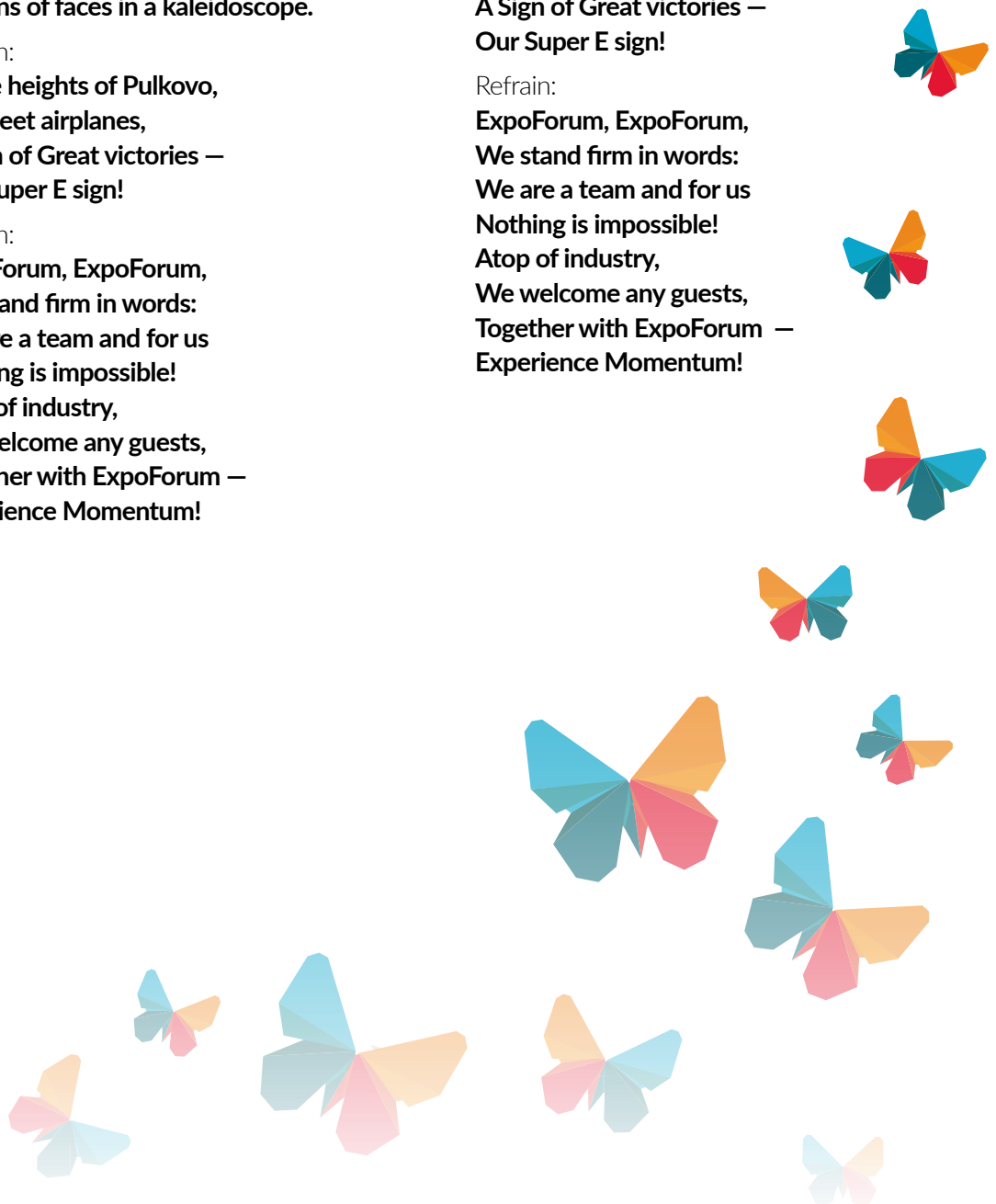
**We seek solutions and discoveries;  
We have half a century's experience;  
Lively butterflies of our events  
present you three great days!**

Refrain:

**Under the Passage wing there are waves  
With all our heart we say:  
A Sign of Great victories —  
Our Super E sign!**

Refrain:

**ExpoForum, ExpoForum,  
We stand firm in words:  
We are a team and for us  
Nothing is impossible!  
Atop of industry,  
We welcome any guests,  
Together with ExpoForum —  
Experience Momentum!**







# EXPOFORUM: STRATEGY FOR 2023

## VISION

Become an innovative global MICE company, providing on a turnkey basis with attention to detail:

- Unique events
- Positive impressions
- Effective contacts

## SLOGAN

External:

**Навстречу возможностям –  
EXPERIENCE MOMENTUM!**

Internal:

**Work efficiently and relax  
meaningfully!**

## MISSION

External:

**We are pleased to create the  
conditions for development  
of our customers' personality  
and business, enhancing zest  
for life and offering world-  
class products and services**

Internal:

**Enhance zest for life  
by balancing between  
professional and personal life**



## VALUES OF OUR COMPANY

### INNOVATION

- Constant attention to the development of the best modern technologies and world practices
- A creative approach to work, the desire to surpass the best companies success, to be at the peak of global and national competitiveness
- Constantly searching, developing and implementing innovations

### COMPETENCE

- High level of employee professionalism
- Continuous self-development
- The desire to develop the best world standards and achieve results that meet the highest international standards
- Relying on comprehensive experience, knowledge and a pragmatic approach to ensure business benefits

### COOPERATION

- Customers - the highest value of the company. The goals and needs of customers are the subject of our constant attention, study and care. Strengthen trust, establish regular communication and be in constant dialogue with the customer as the key partner - Strategic and tactical objective of ExpoForum International

### TEAM SPIRIT

- Unity of goals and working for a single result
- Partnership, not interaction; understanding of a person's place in the team and personal responsibility for contribution to the common cause
- Mutual respect, mutual assistance and mutual help: there's no such thing as someone else's tasks and duties, there is only our common cause

### COMMITMENT TO A CAUSE

- Devotion to the profession and the company
- Readiness to do more than expected for its success

# EXPOFORUM: 5 YEAR RESULTS

Our company is the engine of Russian convention and exhibition industry and the market leader in the North-West. In the event organizers segment, ExpoForum International controls more than 40% of the market in the North-West Federal District and almost 10% of the Russian market. We are among the top 5 convention and exhibition companies in the country!

Our portfolio includes 28 projects of various scales and themes. Many events are **among the top rated for specialized projects** - St. Petersburg International Gas Forum, Russian International Energy Forum, AgroRus, SmartTRANSPORT, Russian Industrialist, and many others.

We have organized dozens of international events on a turnkey basis: SportAccord International Convention, Russia-ASEAN Business Forum, IIHF Ice Hockey World Championship 2016, St. Petersburg, REMIC International Conference, MEGUSTRO gastronomic festival, Football World Cup 2018 remote viewing zone, 85th Global Congress of the World Association of Exhibition Industry and others. 100% of comments on EFI work are enthusiastic!

The company manages two specialized venues: Lenexpo Exhibition Complex and ExpoForum Convention and Exhibition Center. Both complexes are rightfully considered the best in Russia, and **ExpoForum is among the top venues in the world. This fact is confirmed by global awards** - in 2018 the Convention and Exhibition Center received five prestigious awards at once:

- 2017 – included to the top “25 Venues for Events and Destinations That Must Be Visited in 2018” according to the world's leading media for event managers EventMB, ExpoForum was the only representative of Russia on this list;
- 2018 – included to the shortlist at the prestigious British Exhibition News Awards 2018 in the Best International Venue category;
- 2018 – included to the shortlist at the international award “Building of the Year - 2018” in the category “Cultural Architecture”, organized by the most visited architectural portal in the world ArchDaily;
- 2018 – received the real estate federal award in Russia – PROESTATE & CRE Federal Awards 2018 in the nomination “Multifunctional Real Estate”;
- 2018 – winner of the Business Travel Award and the MICE – Russian Business Travel & MICE Award in the nomination “The Best Convention and Exhibition Center in Russia”.

We cooperate with **the world's leading exhibition organizers** and Russian leaders in the exhibition business. Our projects are supported not only by city and regional industry committees, but also by the Government of the Russian Federation, as well as by associations and ministries of foreign countries.

The guarantor of the quality of the ExpoForum International team is membership in prestigious international associations – ICCA, AIPC and UFI. We are represented by the company's top management in the main exhibition associations of Russia and the world: The Russian Union of Exhibitions and Fairs and the World Association of Exhibition Industry. In the autumn, the RUEF office moved to Petersburg, and the **EFI became the center of industry competencies across the country!**

The company is developing rapidly, adding 10-14% per year by space and revenue. The foundation of our work is **a reliable highly professional team**, which can not only thoughtfully work, but also dream without restraint. ExpoForum is bright and creative; it gives a WOW effect to everyone at all times.

Over the next five years, the company will actively **advance in the Russian and international markets**. The whole world should talk about ExpoForum events, and we intend **to increase our business value** in all areas of our activity.

One of our new guidelines – to conduct turnkey events, **demonstrates to customers the highest quality work** regardless of conditions.

**Over the past 5 years**, as part of the implementation of the Expomobile 2014–2018 strategy the company achieved **these brilliant results**:

- **The revenue growth in 2018** was 196% relative to 2014 indicators;
  - **Profit growth** amounted to 207%;
  - **7.7%** – the share of EFI in 2018 **as an organizer** in the turnover of the convention and exhibition market of the Russian Federation;
  - **6.5%** – share of EFI in 2018 **by exhibition area** of the Russian Federation, net.
- 200 events** were held in 2018 at the ExpoForum Convention and Exhibition Center and Lenexpo Exhibition Center.



# BUSINESS AREAS: STRATEGIC GUIDELINES FOR 2023

At the moment, the ExpoForum group of companies determines for itself the development of the following 6 key business areas:

- event organization (EFI – organizer);
- congress and exhibition grounds (EFI – venue);
- services and features (subsidiaries);
- IT products (EFI. Digital);
- media (EFI. Media and content);
- EFI – a center of MICE competencies.

We set ourselves strategic goals for each of the 6 areas of our activity.

## 1. EFI - ORGANIZER

### 2014–2018 results

- **24 events with status as No. 1 in Russia** (among our own and guest projects);
- increase in the number of own exhibition projects with **UFI approved event** status and **RUEF sign**;
- organization of unique events that are one-of-a-kind in Russia (Gas Forum, Hipposphere, Neva, etc.);
- development and growth of **unique special projects**: Russian and Chinese Business Center, DC "Russia - Latin America".

### Strategic Guidelines for 2023:

- **increase in projects with status of No. 1 in Russia for the event portfolio** (among our own and guest projects);
- portfolio development **for our own EFI projects** in accordance with:
  - **promising and significant industry markets of the Russian Federation** (education, innovation, healthcare, etc.);
  - **strategic design priorities of St. Petersburg** according to the Strategy for the economic and social development of the city for the period until 2030 (development of human capital, improving the quality of the urban environment, etc.);
- increase in **benefits for customer participation** in CEC (Convention and Exhibition Center) events, application of a **benefits keychain** for the customer.

## 2. EFI - VENUE

### 2014–2018 results

- ExpoForum Convention and Exhibition Centre is **the best venue in Europe and one of the best in the world**;
- **5 prestigious CEC venue awards** for 2018;
- growth in the number of guest projects by **160%**;
- use of unique conditions for other organizers to conduct joint **umbrella projects**;
- **15 strategic agreements** for 5 years (ITE, Reed Exhibitions Russia, VO RESTEC, FAREXPO, ROSCONGRESS and others) that provide loading of the complex **by 40%** before 2023;
- appearance of guest **congresses with more than 5 thousand participants**;



- loading of the complex demonstrates *the shortage of spaces*, which confirms the need for CEC construction of the second stage.

### Strategic Guidelines for 2023:

- it is confirmed that in the next four years, ExpoForum will host *more than 10 world congresses*;
- our strategic plans include accepting *4–5 world rotated congresses per year*;
- launch of the second stage construction of *ExpoForum*;
- introduction of new tools in CEC management, transformation of the CEC into *a “smart” complex, and a smart venue*;
- impact on *6 impressions of our customers*, which allow to experience a whole spectrum of emotions (*vivid visualizations* – vision, *music in the passage* -rumors, *aroma marketing* – sense of smell, *innovative advertising media* and new generation navigation (Future park project) – touch, and *healthy bio-food* -taste and the sixth feeling by which we surround our customers is *our love*).

## 3. SERVICES: EFI AND SUBSIDIARIES

### 2014–2018 results

- *EF-Design* company created *a recognizable brand* and *won the leadership in the North-West market*;
- *EF-Design* updated *the production park*, expanded *the customer base* and attracted *a highly professional team*;
- *Caramel Catering* in 2018 held *2,400 events*, including 7 large banquets and buffet lunches with *more than 6000 people participants*;
- *For 5 years, PAN-BALT Service company* has served *369 events*, has helped to ship *17,465 tons of cargo*, has served *about 2,053 exhibitors*;
- *PAN-BALT Service company* transported a gas turbine unit T-32 weighing *63 tons* and Chizhik tram of *33 meters long*.

### Strategic Guidelines until 2023

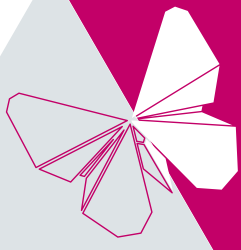
#### EFI Services:

- *The Exhibition Division* intends to increase the range of technical services and equipment provided to the customer, including *the Service Bureau services*;
- *The Development Division* aims to expand *travel packages* for our customers, to develop the area of organizing *business missions* and the work of *Business Contact Center*, and also launch the project *Exposhop* at the CEC venue;
- *The Marketing and Advertising Division* will develop its competencies in *cutting-edge advertising technologies*, including *promo-promotion*.

#### Services of subsidiaries:

- *EF-Design company* intends to build a customer-oriented approach to its business under the *“face-to-client” strategy*;





# BUSINESS AREAS: STRATEGIC GUIDELINES FOR 2023

- **EF-Design** aims to continue *building human resources*, and also to work on *the efficiency of production processes*;
- **Caramel Catering** plans to launch a menu based on *healthy eating*, as well as *smart catering*, anticipating all the guest's needs;
- **Caramel Catering** aims to go *beyond the ExpoForum venue* and take *leading positions* in the St. Petersburg catering market;
- **PAN-BALTService** sets the task to become *a customs without a license restriction*, maintaining and expanding its *leading position* in the market;
- **PAN-BALTService** intends to develop the *cargo forwarding area* for events at venues *outside the ExpoForum*, including cargo shipment *abroad*.

## 4. EFI. DIGITAL

### 2014–2018 results

- The new *registration system* has been developed and implemented;
- *The congress hall selection tool* is ready;
- *Thesis IS has been substantially finalized*;
- *The virtual ATS* has been updated and fully integrated with Thesis IS;
- *New servers* and a storage system are ready.

### Strategic Guidelines for 2023:

- creation of *online services ecosystem* for the client and *digital communities*;
- creation of fully-featured *AWPs (automated workplaces)* for all employees;
- *automation and digitalization of business processes* for the GC;
- development of CEC as a *smart-venue* by introduction of new information technologies;
- implementation and development of *employee training systems* and knowledge base provision;
- development of the *CRM-system*, which will become the market standard.





## 5. EFI. MEDIA AND CONTENT

### 2014–2018 results

- the first *chat bot in Russia for journalists* on Telegram;
- *site builder*;
- *mobile application*;
- *new Website*;
- *EFI designers' victory* in the 22nd International MICE Industry Poster Competition.

### Strategic Guidelines for 2023:

- building an entire *ecosystem around the event*, providing one customer with a product containing all the MICE components of the system: the event, related services, professional community, continuous and involving content, training, supporting events, technologies, etc .;
- appearance of year-round *publications/blogs/publics* for each leading event from its own portfolio.

## 6. EFI – A CENTER OF MICE COMPETENCIES.

### Strategic Guidelines for 2023:

- to become the center for *MICE-competencies of the convention and exhibition industry in Russia*;
- *launch IT-platform* for distance education of industry experts;
- *launch the educational center* in cooperation with higher education institutions for industry experts;
- creation of the strongest Russian industry *MICE-cluster* at the CEC venue (Roscongress Foundation, Chamber of Commerce and Industry of the Russian Federation, Congress and Exhibition Bureau of St. Petersburg, etc.);
- creation of *MICE projects incubator* .

**NEW EVENT HORIZONS ARE WAITING FOR ALL OF US!**

**WE DO NOT WAIT FOR THE FUTURE, WE CREATE IT!**



