



EXPOFORUM INTERNATIONAL NEW HORIZONS OF EVENTS

EXPOFORUM

CONTENT



HISTORY
OF EXPOFORUM INTERNATIONAL

EXPOFORUM
CONVENTION AND EXHIBITION CENTRE

ORGANIZATION AND HOLDING
OF EVENTS

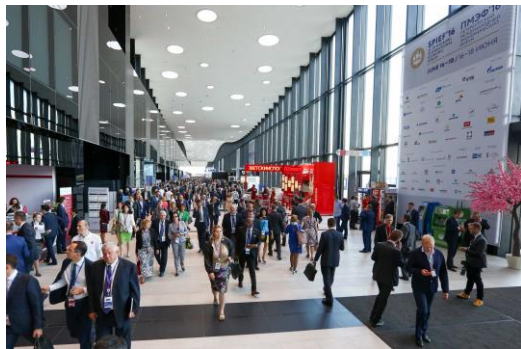
WORLD CLASS SERVICES

EXPOFORUM





THE COMPANY TODAY



EXPOFORUM

EXPOFORUM INTERNATIONAL

- ENTERS TOP 5 EXHIBITION AND CONGRESS ORGANIZERS IN RUSSIA
- OPERATOR OF **EXPOFORUM** CONVENTION AND EXHIBITION CENTRE
- MEMBER OF INDUSTRIAL PROFESSIONAL ASSOCIATIONS: **ICCA, UFI, AIPC, RUEF, NAOM**





THE COMPANY TODAY



CEO OF EXPOFORUM INTERNATIONAL
SERGEI VORONKOV

- PRESIDENT OF RUSSIAN UNION OF EXHIBITIONS AND FAIRS
- MEMBER OF THE BOARD OF DIRECTORS OF THE GLOBAL ASSOCIATION OF THE EXHIBITION INDUSTRY UFI
- HONORARY CONSUL OF THE REPUBLIC OF ECUADOR IN SAINT PETERSBURG



HISTORY OF EXPOFORUM INTERNATIONAL



2020

- ExpoForum has entered the TOP 10 Brand of Saint Petersburg by the newspaper Delovoy Petersburg
- CEO of ExpoForum International Sergey Voronkov became honorary Consul of the Republic of Ecuador in Saint Petersburg
- Creating an ecosystem of online services for the client
- The integration of a useful keychain for customers
- Opening of Internet TV Studio, creation of ExpoForum media
- Development of the event online platform
- Development of the exhibition center as a smart platform, provision of epidemiology safety
- Develop new markets: «Caramel Catering» - food delivery, the customs post was accredited

2019

- New projects: Medin, mimiFest, Multicultural center, Congress of Federation of European Companion Animal Veterinary Associations (FECAVA), General Assembly (UNWTO)
- Active promotion on the international market
- Winner in the nomination Best Convention&Exhibition or Business Centre by Russian Business Travel & MICE Award
- ExpoForum has entered the TOP 100 Brand of Saint Petersburg by the newspaper Delovoy Petersburg
- CEO of ExpoForum International Sergey Voronkov became President of Russian Union of Exhibitions And Fairs

2018

- ExpoForum received five international awards
- Develop a strategy of the ExpoForum group of companies 2023
- Conclusion of strategic partnership agreements up to 2023

2017

- ExpoForum enters top 25 Venues to visit
- Development of convention and event direction
- New projects: Global New Year, Labor Forum

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2016

- Final equipping of ExpoForum, including convention centre
- Office relocation to ExpoForum Centre
- Gain of competencies in Sport events – company became an official operator of Ice Hockey World Championship 2016 in St. Petersburg
- ExpoForum Centre has been certified as a sport object

2015

- The improvement of operational effectiveness
- Launch of innovative projects: Import Substitution and Localization Centre; Russian-Chinese business park

2014

- The opening of ExpoForum Convention and Exhibition Centre
- Conclusion of strategic partnership agreements up to 2019

2013

- Business restructuring:
- ExpoForum JSC – developer of the International Convention and Exhibition Centre
- ExpoForum International, Ltd. – organizer of conventions and exhibitions

2011

- Consolidation of the businesses of ExpoForum JSC and Lenexpo JSC
- Beginning of the construction works

2010

- Acquisition of stock in Lenexpo JSC

2009

- Development of the ExpoForum International Convention and Exhibition Centre construction project

2008

- Establishment of ExpoForum JSC

2007

- Signing of an agreement on cooperation between the Government of St. Petersburg and Gazprom Group

E PARTNERS AND ASSOCIATIONS

**LONG-TERM AGREEMENTS
ON COOPERATION VALID UNTIL 2023 WERE SIGNED
WITH THE GLOBAL LEADERS OF THE CONGRESS
AND EXHIBITION INDUSTRY:**

- MVK
- ROSCONGRESS
- REED EXHIBITIONS RUSSIA
- RESTEC EXHIBITION COMPANY
- FAREXPO GROUP OF COMPANIES
- KINO EXPO
- NEVA-INTERNATIONAL
- REAL ESTATE FAIR
- SOVENCON
- IMPERIA
- RUSJEWELLEREXPERT

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS:

- **ICCA**
(INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION)
- **AIPC**
(INTERNATIONAL ASSOCIATION OF CONVENTION CENTRES)
- **UFI**
(THE GLOBAL ASSOCIATION OF EXHIBITION INDUSTRY)
- **RUEF**
(RUSSIAN UNION OF EXHIBITIONS AND FAIRS)
- **CAEC**
(CHINA ASSOCIATION FOR EXHIBITION CENTERS)
- **NAOM**
(NATIONAL ASSOCIATION OF EVENT MANAGERS)

SPECIAL PROJECTS:

CHINA BUSINESS CENTRE

**RUSSIA – LATIN AMERICA
BUSINESS CENTRE**

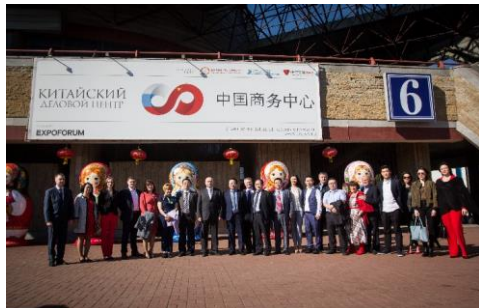
E MEETING THE CHALLENGES OF THE TIME

- VECTOR OF ECONOMIC DEVELOPMENT ORIENTED TO THE COUNTRIES OF ASIA-PACIFIC AND LATIN AMERICA REGIONS
- NECESSITY TO SEEK FOR NEW PARTNERS, EXPAND AND STRENGTHEN OF GEOPOLITICAL LINKS



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CHINA BUSINESS CENTRE, RUSSIAN-CHINESE BUSINESS PARK



HISTORY OF THE CREATION OF THE CBC

AUGUST 3, 2015
CHINA BUSINESS CENTRE WAS
REGISTERED IN ST. PETERSBURG

MAY 1, 2016
LAUNCH OF RUSSIAN-CHINESE BUSINESS
PARK

- THE MOST EXTENSIVE RUSSIAN-CHINESE INTEGRATION PROJECT IN NORTH-WEST REGION
- TRADITIONAL CHINESE AND RUSSIAN PRODUCTS WERE PRESENTED

OCTOBER 28, 2017
THE BIGGEST CHINESE RESTAURANT IN
EUROPE BEGAN OPERATING –GRAND
RESTAURANT CHIN (6,000 SQ. M, 512
SEATS)



BUSINESS CENTRE'S GOALS:

- PROMOTION OF CHINESE PRODUCERS AND SUPPLIERS PRODUCTION TO THE RUSSIAN MARKET
- SEARCH OF CHINESE COUNTERPARTIES AND INVESTORS FOR SOLVING PRODUCTION, TRADING & SUPPLYING, TRANSPORT & LOGISTICS TASKS OF RUSSIAN ENTERPRISES
- HOLDING OF CONVENTION AND EXHIBITION EVENTS
- DEMONSTRATION OF CHINESE INNOVATIVE DEVELOPMENTS AND PRODUCTS IN RUSSIA
- CREATION OF A TRUST PLATFORM – THE AREA WITH UNIQUE ATMOSPHERE OF CHINA, WHICH INTRODUCES THE CULTURAL, MEDICAL AND GASTRONOMIC TRADITIONS OF THE COUNTRY



CHINA BUSINESS CENTRE RUSSIAN-CHINESE BUSINESS PARK 2019 RESULTS

40 EVENTS

5 SIGNED AGREEMENTS

36 DELEGATIONS

3 BUSINESS MISSIONS

- OBTAINING A SUBSIDY OF THE TOURISM COMMITTEE FOR THE RUSSIAN-CHINESE BUSINESS FORUM
- ATTRACTING OF COLLECTIVE CHINESE STANDS TO OWN EVENTS
- CHILDREN'S ICE THEATER - LAUNCH IN TERMS
- ATTRACTING OF LONG TERM TENANT - AVIP (LENEXPO)



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RUSSIA – LATIN AMERICA BUSINESS CENTRE

2019 RESULTS

- MORE THAN 50 EVENTS
- 4 PREPARED AND SIGNED AGREEMENTS
 - WITH PARAGUAY MINISTRY OF TOURISM
 - WITH RUSSIAN-PARAGUAY CHAMBER ON TRADE AND PRODUCTION MATTERS AND CULTURE AND SPB CCI
 - WITH INDIAN RECYCLING COMPANY - ORGANIC RECYCLING SYSTEMS LTD
 - WITH THE GOVERNMENT OF ST. PETERSBURG ABOUT ASSISTANCE IN THE ORGANIZATION OF CREATION AN ECO-INDUSTRIAL WASTE PROCESSING PARK
- MORE THAN 70 DELEGATIONS FROM PARAGUAY, GERMANY, FINLAND, AUSTRIA, SPAIN AND REGIONS OF RUSSIA



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RUSSIA – LATIN AMERICA BUSINESS CENTRE

AUGUST, 2020

OFFICE OF THE HONORARY CONSUL OF THE REPUBLIC OF ECUADOR IN ST. PETERSBURG OPENED AT EXPOFORUM CEC

AUGUST 31, 2020

THE AMBASSADOR OF THE REPUBLIC OF ECUADOR JULIO PRADO TOGETHER WITH HIS WIFE MARTA DI MAYO VISITED EXPOFORUM. AMBASSADOR AND HONORARY CONSUL DISCUSSED THE POLICY OF COOPERATION OF RUSSIA AND ECUADOR



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EXPOFORUM CONVENTION AND EXHIBITION CENTRE





EXPOFORUM AWARDS



2021 **GLOBAL EVENTEX AWARDS**
SILVER WINNER IN THE PEOPLE'S CHOICE VENUE CATEGORY
BRONZE WINNER IN THE LARGE VENUE CATEGORY



2020 **RATING OF PETERSBURG BRANDS**
THE TOP 10 BRANDS OF ST. PETERSBURG BY DELOVOY PETERBURG NEWSPAPER



2019 **RUSSIAN BUSINESS TRAVEL & MICE AWARD**
NOMINEE IN THE BEST CONVENTION & EXHIBITION OR BUSINESS CENTRE OF RUSSIA CATEGORY



2019 **INTERNATIONAL EXHIBITION**
2018 **NEWS AWARDS**
NOMINEE IN THE BEST INTERNATIONAL VENUE CATEGORY



2018 **RUSSIAN BUSINESS TRAVEL & MICE AWARD**
WINNER IN THE BEST CONVENTION & EXHIBITION OR BUSINESS CENTRE OF RUSSIA NOMINATION



2018 **EXPOFORUM IS A GOOD PLACE**
BY YANDEX



2018 **PROESTATE & CRE FEDERAL AWARDS**
WINNER IN THE MULTIFUNCTIONAL REAL ESTATE NOMINATION



2018 **BUILDING OF THE YEAR INTERNATIONAL AWARD**
NOMINEE IN THE CULTURAL ARCHITECTURE CATEGORY



2017 **TOP 25 VENUES**
TO WATCH IN 2018 BY EVENTMB

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EXPOFORUM LOCATIONS



5 MIN
FROM PULKOVO
AIRPORT

5 MIN
FROM THE RING
ROAD

15 MIN
FROM THE METRO
STATION



FREE BUSES

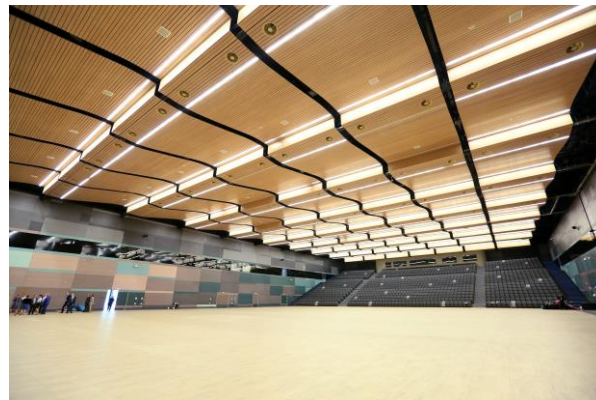
FROM MOSKOVSKAYA METRO STATION DURING THE DAYS OF EVENTS

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KEY FEATURES OF EXPOFORUM CONVENTION AND EXHIBITION CENTRE

EXHIBITION HALLS	3
INDOOR EXHIBITION SPACES	50,000 m ²
OUTDOOR EXHIBITION SPACES	40,000 m ²
CONFERENCE HALLS	68 (20–4,000 PAX)
CAPACITY OF MAIN HALLS IN CONVENTION CENTRE	4,000/3,000/2,000 PAX
TOTAL CAPACITY OF ALL CONVENTION CENTRE HALLS	30,000 PAX
HOTELS: HILTON**** HAMPTON BY HILTON***	441 ROOMS 234 207
BUSINESS CENTRE (2 BUILDINGS)	25,000 sq. m
CUSTOMS AND LOGISTICS FACILITY	44 CONTAINER LORRIES
OUTDOOR AND UNDERGROUND PARKING	4,700 PARKING SPACES

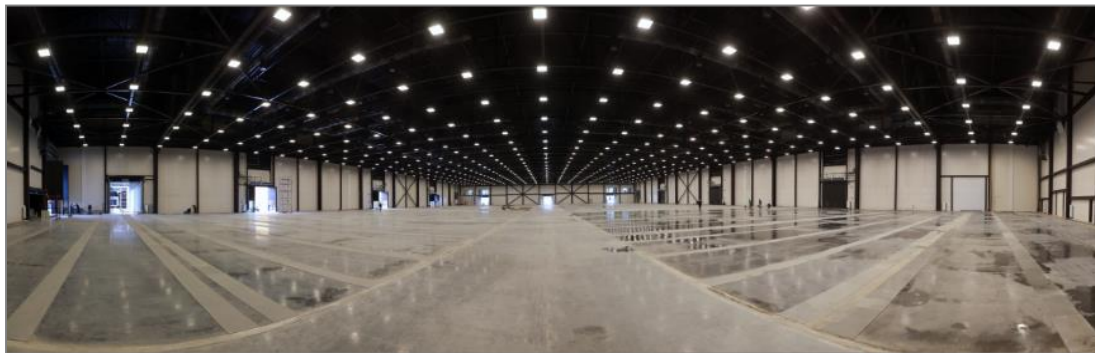


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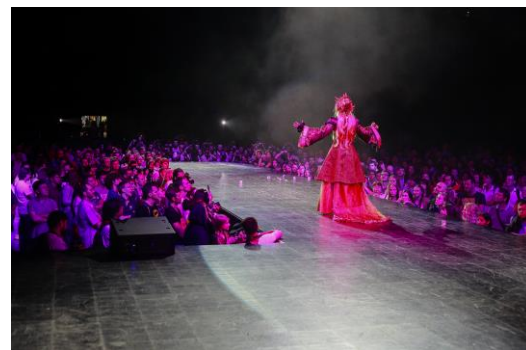
EXHIBITION PAVILIONS

- 3 PAVILIONS
- 13,080 SQ. M EACH
- BUILT USING PILLAR-FREE CONSTRUCTION METHODS
- UTILITY CHANNELS – 3 M GAP
- 6 LOADING BAYS 4.1 X 4.9 M
- 1 LOADING BAY 5,15 X 7,8 M
- 8–10 CONFERENCE ROOMS NEXT TO EACH PAVILION
- THE PASSAGEWAY CONNECTS 3 PAVILIONS AND CONVENTION CENTRE
- PAVILIONS FLOOR IS ON THE GROUND LEVEL



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E EXHIBITION PAVILIONS BOUNDLESS OPPORTUNITIES



- EXHIBITION
UP TO 13,080 SQ. M
- CONVENTIONS
UP TO 30,000 PAX
- CONCERTS
UP TO 10,000 PAX
- BANQUETS
2,000–6,500 PAX
- SPORT COMPETITIONS



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CONVENTION CENTRE: A FLEXIBLE SPACE



EXPOFORUM

IT IS SUITABLE FOR:

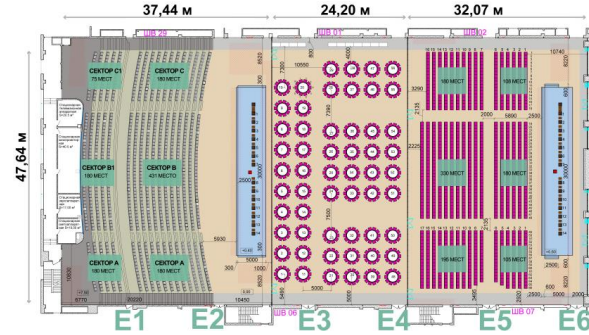
- EXHIBITIONS
- CONVENTIONS
- CONFERENCES
- CONCERTS AND SHOWS
- PRESENTATIONS
- BUFFETS AND BANQUETS
- FILM SCREENINGS
- CORPORATE EVENTS AND MEETINGS

PREMISES:

- 37 CONFERENCE HALLS ACCOMMODATING 30,000 PAX
- PORTABLE SOUNDPROOF SCREENS ALLOW THE SPACES IN EACH HALL TO BE ALTERED
- MAIN HALLS ACCOMMODATING FOR 4,000, 3,000, 2,000 PAX
- VIP AREA (800 SQ. M)
- PRESS CENTRE (1,150 SQ. M)
- RESTAURANT ON THE 7TH FLOOR WITH 256 SEATS



CONVENTION CENTRE: A FLEXIBLE SPACE



EXPOFORUM

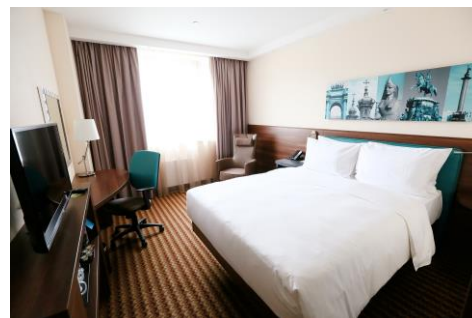


HOTELS

HILTON SAINT PETERSBURG EXPOFORUM



HAMPTON BY HILTON SAINT PETERSBURG EXPOFORUM



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OTHER OBJECTS

CUSTOMS AND LOGISTICS
FACILITY



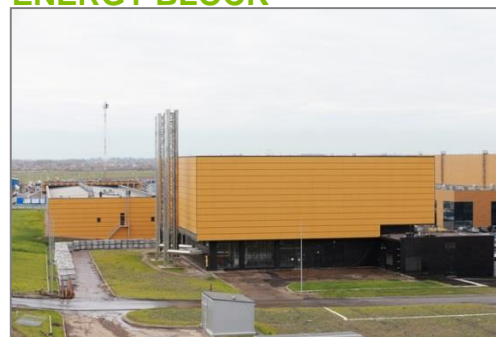
THE CHURCH OF THE SMOLENSK
ICON OF THE MOTHER OF GOD



BUSINESS CENTRES



ENERGY BLOCK





ADVANTAGES OF EXPOFORUM CONVENTION AND EXHIBITION CENTRE

TECHNOLOGICAL ADVANTAGES:

- BUILT AND EQUIPPED ACCORDING TO UFI STANDARDS
- SECURITY
- HIGH QUALITY SERVICES
- ENERGY EFFICIENCY
- STREAMING VIDEO
- HIGH DENSITY WI-FI
- MEDIA AND ADVERTISING ABILITIES INCLUDING MOBILE APP
- EQUIPPED REGISTRATION AREAS FOR VISITORS
- TV STUDIO

MARKETING ADVANTAGES:

- ATTRACTIVE ENTRY CONDITIONS, DISCOUNT SYSTEMS AND AGENCY COMMISSION, PACKAGE OFFERS FOR:
 - ORGANIZERS OF EXHIBITIONS IN ST. PETERSBURG, CONDUCTING EVENTS AT NON-SPECIALIZED VENUES
 - EVENT ORGANIZERS (CONCERTS AND SPORTS EVENTS)
 - TENANTS OF CONFERENCE HALLS
 - INTERMEDIARIES-TENANTS OF CONFERENCE HALLS (ADVERTISING AND EVENT AGENCIES)

ORGANIZATION AND HOLDING OF EVENTS



2019 STATISTICS



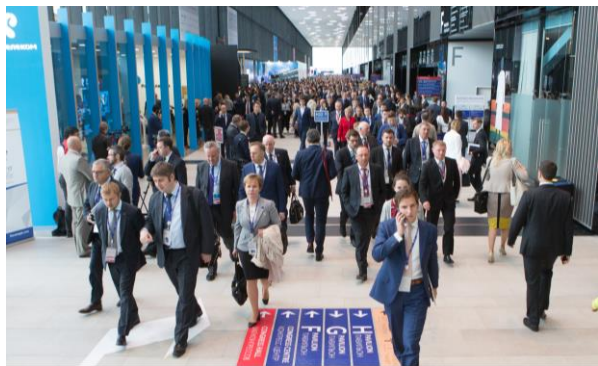
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PORTFOLIO OF EXPOFORUM INTERNATIONAL





2019 RESULTS



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200 EVENTS AT EXPOFORUM VENUES:
41 WERE ORGANIZED BY EXPOFORUM INTERNATIONAL
168 WERE HELD BY THIRD-PARTY ORGANIZERS

2019 STATISTICS	
TOTAL EXHIBITION AREA (GROSS)	OVER 600,000 SQ. M
TOTAL NUMBER OF EXHIBITORS ANNUALLY	10,000 COMPANIES FROM 50 COUNTRIES
TOTAL NUMBER OF VISITORS ANNUALLY	OVER 1,500,000 PERSONS
AVERAGE NUMBER OF VISITORS PER ONE EXHIBITION	OVER 14,000 PERSONS



EXPOFORUM - OPERATOR OF INTERNATIONAL AND WORLD CONGRESSES AND CONFERENCES (2013–2019)



UFI OPEN SEMINAR (JULY 2014)
170 TOP MANAGERS OF THE CONGRESS
AND EXHIBITION MARKET

**ICE HOCKEY WORLD CHAMPIONSHIP 2016,
ST. PETERSBURG (MAY 2016)**
8 TEAMS, 30 GAMES, 137,000 SPECTATORS,
40 MLN TV AUDIENCE, 500 OFFICIAL
PARTICIPANTS



MEGUSTRO - HORECA COMMUNITY FEST (NOVEMBER 2019)
9 144 VISITORS, 5 000 PARTICIPANTS,
125 SPEAKERS, 100 WORKSHOPS



**REAL ESTATE MANAGEMENT IN CORPORATIONS (REMIC) INTERNATIONAL CONFERENCE
(ANNUALLY)**
300 DELEGATES FROM RUSSIA AND FOREIGN COUNTRIES, 25 SPEAKERS





EXPOFORUM - OPERATOR OF INTERNATIONAL AND WORLD CONGRESSES AND CONFERENCES (2013–2019)



ICCA CENTRAL EUROPEAN CHAPTER SUMMER MEETING, ST. PETERSBURG (AUGUST 2013)

80 REPRESENTATIVES OF THE MICE INDUSTRY
FROM RUSSIA AND EUROPE

RUSSIA – ASEAN BUSINESS FORUM (JUNE 2013)

200 REPRESENTATIVES OF LARGE AND MEDIUM BUSINESSES
AND PUBLIC OFFICIALS FROM 16 COUNTRIES OF THE WORLD



CONGRESS OF THE FEDERATION OF EUROPEAN BIOCHEMICAL SOCIETY (FEBS) (JULY 2013)

3 000 DELEGATES FROM AROUND THE WORLD,
INCLUDING 12 NOBEL PRIZE WINNERS



SPORTACCORD INTERNATIONAL CONVENTION (MAY 2013)

2 350 PARTICIPANTS FROM 58 COUNTRIES



**BUSINESS FORUM
RUSSIA-ASEAN**

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EXPOFORUM - VENUE FOR INTERNATIONAL AND WORLD CONGRESSES AND CONFERENCES (2013–2019)



XXIII ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM (ANNUALLY)
OVER **19 000** PARTICIPANTS OUT OF **145** COUNTRIES,
230 EVENTS, **170** SESSIONS

XXVII INTERNATIONAL CONVENTION OF THE RUSSIAN FERTILITY ASSOCIATION (SEPTEMBER, 2017)
FERTILITY TECHNOLOGIES TODAY AND TOMORROW
1500 DELEGATES FROM ALL OVER THE WORLD



EXPOFORUM



RUSSIAN NATIONAL CONVENTION OF CARDIOLOGY (SEPTEMBER 2019)
5344 DELEGATES, **2** PLENARY SESSIONS, **131** SCIENTIFIC SYMPOSIUMS,
5 BREAKOUT SESSIONS

NEVSKY RADIOLOGICAL FORUM (APRIL, 2019)
OVER **3000** PROFESSIONALS





EXPOFORUM - VENUE FOR INTERNATIONAL AND WORLD CONGRESSES AND CONFERENCES (2013–2019)



VEEAM (2018)

1000 SPECIALISTS, PLENARY SESSIONS, 4 PARALLEL TRAINING SESSIONS

137TH INTER-PARLIAMENTARY UNION ASSEMBLY (OCTOBER 2017)

170 COUNTRIES AND 11 INTER-PARLIAMENTARY ASSOCIATIONS, OVER 2 500 PARTICIPANTS

UNWTO General Assembly 2019 (SEPTEMBER, 2019)

OVER 2 000 PARTICIPANTS OUT OF 138 COUNTRIES



INTERNATIONAL FORUM «ARCTIC: TERRITORY OF DIALOGUE» (APRIL, 2019)

OVER 3600 REPRESENTATIVES, 52 COUNTRIES, 50 SESSIONS

INTERNATIONAL JAVA-CONVENTION JOKER

OVER 1000 PARTICIPANTS

veeam
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E INTERNATIONAL AND WORLD CONGRESSES AND CONFERENCES (2021-2022)

WPA REGIONAL CONGRESS (2021)



WORLD ENERGY CONGRESS (2022)



EUROSKILLS CHAMPIONSHIP (2023)



INTERNATIONAL CONGRESS OF MATHEMATICIANS (2022)



LNG INTERNATIONAL CONFERENCE & EXHIBITION (2022)



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E BUSINESS MATCHMAKING

- SEARCH FOR NEW PARTNERS AND EXCHANGE OF EXPERIENCE WITH COLLEAGUES
- ONE OF THE MOST SIGNIFICANT PROFESSIONAL B2B EVENTS
- GREAT OPPORTUNITIES FOR DEVELOPMENT AND PROSPERITY OF YOUR BUSINESS



93% OF PARTICIPANTS
CONFIRMED THE USEFULNESS
OF THE EVENT



INDIVIDUAL
NEGOTIATIONS



MULTI-MILLION DOLLAR
CONTRACTS



SAVING YOUR
TIME AND MONEY

2019 RESULTS: 12 EVENTS HAVE BEEN PERFORMED, MORE THAN 440 BUYERS AND 90 000 NEGOTIATIONS, MORE THAN 15 SPONSORS HAVE BEEN ATTRACTED



EXPOFORUM

E WORLD CLASS SERVICES

CARMEL CATERING

OWN CATERING COMPANY

- FEEDING AT THE VENUE
- COFFEE BREAKS
- BANQUETS UP TO 3,000 PEOPLE
- BUFFET UP TO 6,000 PEOPLE



EF-DESIGN

GENERAL CONSTRUCTOR
OF EXPOFORUM AND LENEXPO

- MODULAR AND EXCLUSIVE CONSTRUCTION
- INDIVIDUAL PROJECTS
- TECHNICAL CONTROL
- ELECTRICAL MEASUREMENT LABORATORY



PAN-BALTService

CUSTOMS AND LOGISTICS
SERVICES

- AIR, ROAD, SEA TRANSPORT
- FREIGHT FORWARDING
- CUSTOMS CLEARANCE OF GOODS



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WORLD CLASS SERVICES

CONGRESS MANAGEMENT

- PROJECT MANAGEMENT, BUDGETING
- DELEGATE MANAGEMENT
- VENUE NAVIGATION
- RENTAL OF EQUIPMENT AND TECHNICAL SUPPORT
- VOLUNTEERS, TEMPORARY PERSONNEL



TRAVEL SERVICES IN ST. PETERSBURG

- VISA SUPPORT
- HOTEL ACCOMMODATION
- TRANSPORTATION, SIGHTSEEING TOURS
- CULTURAL & ENTERTAINING PROGRAMS



ADVERTISING AND INFORMATION FACILITIES

- WORK WITH MASS MEDIA (PRESS CENTRE, ACCREDITATION)
- INTERNET PROMOTION
- ADVERTISING (ATL, BTL, SOUVENIRS)
- POLYGRAPHS (DESIGN AND PRODUCTION)
- PHOTO, VIDEO AND ONLINE TRANSLATIONS



EXPOFORUM

НА ВСТРЕЧУ
ВОЗМОЖНОСТЯМ
EXPERIENCE
MOMENTUM



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