

**EXPOFORUM
INTERNATIONAL.**

**STRATEGY
IMPLEMENTATION:
RESULTS AND PROSPECTS**

EXPOFORUM

THE COMPANY'S MISSION AND VISION



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MISSION

WE STRIVE TO CREATE MOMENTUM TO THE BUSINESS GROWTH OF OUR CLIENTS BY OFFERING WORLD-CLASS PRODUCTS AND SERVICES

Lending impetus

SLOGAN

EMBRACE OPPORTUNITY, EXPERIENCE MOMENTUM

Opening opportunities

VISION

TO BECOME THE MOST INNOVATIVE EVENT-COMPANY IN RUSSIA BY OFFERING THE MOST “DETAIL-ORIENTED” TURNKEY:

- UNIQUE EVENTS
- POSITIVE IMPRESSIONS
- HIGH-VALUE CONTACTS

STRATEGY IMPLEMENTATION



2012

- formation of a pool of projects for venue work
- identification of a key group of strategic partners for venue work
- creation of the right conditions for improving the quality of the services offered at the venue

Laying the groundwork for market consolidation

2014

- opening of the new ExpoForum International Convention and Exhibition Centre on 7 October
- business restructuring: ExpoForum CJSC – CEC construction-project owner, ExpoForum International LLC – convention-and-exhibition organiser
- creation of world-class convention-and-exhibition service structures
- creation of new conditions for the business growth of the MICE-industry

Creation of a new market for convention-and-exhibition services

2018

- ensuring the robust development of the St. Petersburg convention-and-exhibition market in the new business environment
- development and integration at the international level
- decision-making on the commissioning of EXPOFORUM phase 2

Formulation of the company's development strategy 2019/23

EXPERIENCE MOMENTUM

+7 812 240 40 40
INFO@EXPOFORUM.RU
EXPOFORUM.RU

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