

## MATIW 2013

Moscow Autumn Travel Industry Week

17 - 20 September 2013

IEC "Crocus Expo", Moscow

### POST SHOW RELEASE

Russia's leading international trade fair for tourism and travel, **MATIW - Moscow Autumn Travel Industry Week** took place from **17 to 20 September 2013 in Moscow, Russia**. Following annual events were held as part of MATIW:

**Otdykh LEISURE** - 19th International Trade Fair for Tourism

**MIBEXPO Russia** - 9th International Meetings Industry and Business Travel Exhibition & Conference

**LUXURY Leisure** - 8th International Trade Fair for Luxury Travel including

**SPA & HEALTH** - 9th International Conference and Exposition for Wellness and Medical Travel

#### Organizers:



Euroexpo, LLC (Moscow) and Euroexpo Exhibitions & Congress Development GmbH (Vienna). The Company is a member of the Russian Union of Exhibitions and Fairs, Moscow Chamber of Commerce and Industry, the Global Association of the Exhibition Industry (UFI) and the International Congress and Convention Association (ICCA).

#### Official Support:

Federal Agency for Tourism of the Russian Federation, Russian Union of Travel Industry, Association of Tour Operators of Russia, Chamber of Commerce and Industry of the Russian Federation

#### Partners:

**NTK Intourist** is a traditional Strategic Partner of Otdykh LEISURE exhibition. The Official Partner of MIBEXPO Russia 2013 was **Tour Express**. The Partners of "Modern IT Tools for Travel Industry" Conference were **Voroshilova and Partners** and **AVIA Centre**. The Sponsor of the Hosted Buyer programme was **TEZ Tour** and **KIHAAD Maldives**.



### MATIW 2013 FACTS AND FIGURES

- 1480 exhibitors from 100 countries and Russian regions
- Over 150 business programme events
- Over 62 000 visitors during 4 exhibition days
- Exhibition area: – 22 000 sq. m

### MATIW OFFICIAL OPENING

The official opening ceremony took place in the Pavilion #1 in IEC "Crocus Expo" on 17 September. Among the honoured guests who welcomed the exhibitors and guests, there were:

Alexander Radkov, Head of the Federal Agency for Tourism  
Sergey Shpilko, Head of Moscow Tourism and Hospitality Committee  
Yuri Barzykin, Vice President of the Russian Union of Tourism Industry  
Maya Lomidze, Executive Director of the Association of Tour Operators of Russia

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### BUSINESS PROGRAMME

The exhibitors and visitors consider MATIW business programme “unique and the most valuable” one. All in all, the MATIW 2013 programme included over 150 business events.

On the first exhibition day the Federal Agency for Tourism held the All-Russian meeting on tourism of executive bodies of Russia’s constituent entities. MATIW also hosted the annual MITCO Forum, organized by Moscow Tourism and Hospitality Committee and dedicated to the travel industry development in Moscow.

The Gala Reception dedicated to the exhibition opening that took place on 17 September. The official part included the exhibitors awarding with commemorative diplomas, as well as ATOR Travel Awards 2013 and Barnabas Lakatos ANTOR Awards ceremony.

The 2nd Conference “**Modern IT tools for travel industry**” took place on 19 September 2013. The Conference was supported by Voroshilova and Partners and AVIA Centre. More than 300 representatives of travel agencies, hotel chains, marketing and IT specialists participated in the Conference. The Conference Moderators were Irina Voroshilova, the co-author of “100% Internet Marketing” book, author of training seminars on Internet advertising for travel agents, director general of “Voroshilova and Partners” internet agency, and Natalia Mushkareva, marketing communications specialist with 18-year experience, author of trainings for internet media and advertising agencies, teacher in the Higher School of Economics.

*“Meeting partners face to face, plus attending the presentations of Google, Mail.ru, Yandex and other experts is a good reason to come to the Moscow’s show from the regions”  
Irina Voroshilova, Conference Moderator*

Among the Conference speakers there were the experts of the leading companies, specialized websites, global booking systems including Karina Martirosyan, business development manager and Alexandra Galtseva, project manager, (Google), Viktor Yakovlev, head of the industrial sales department (Yandex), Sergey Kokhichko, project manager (Target@Mail.ru), Sergey Manshikov, project brand manager (Odnoklassniki.ru), Sergey Bogachev, general director (Avia Centre), Konstantin Kalabin, TripAdvisor Senior market Development Manager Russia & eastern Europe, Artem Kolesnikov creative director (TRM Agency), Lyudmila Bulavkina, project manager (Perspective Researches Fund), Aleksey Fomin ,executive director (Workle.ru). The Conference sessions were dedicated to the IT technologies application in tourism and tourist product promotion in social networks.

The topics raised at the Conference were very relevant, timely and interesting. This was confirmed by the audience activity. The delegates asked a lot of questions and initiated lively discussions. Next year the Conference Organizers are going to continue the topic of social networks and their new opportunities, the role of gadgets (devices, mobile applications) in the tourism industry, the modern technologies for on-line booking.

### Conference photos and presentations

Presentations and seminars were held by Singapore Changi Airport, Hungarian Tourism Board, Tirol Tourist Board, Brazilian Ministry of Tourism, Ariadna-travel, RossTur, Mouzenidis Travel, Avia Centre (partner of the Conference “Modern IT tools for travel industry”), Coral Travel, With To Travel, Infoflot Cruise Company, Diveevskaya Sloboda, 1C, Sletat.ru, Amsalem Global Travel Group, Chaika hotel, HeadHunter and others.

The Russian regions prepared historical and cultural programmes, shows and presentations of tourism opportunities, including Nizhny Novgorod, Vologda, Tula, Stavropol Yaroslavl, Ulyanovsk, Sverdlovsk regions, , as well as Komi Republic, and the Republic of Mordovia.

Traditionally, the Association for Assistance to Tourist Technologies held a series of seminars dedicated to innovation technologies in tourism and the promotion of a travel agency’s website. “TBG. Travel brands” Conference was held on 19 September within the exhibition’s framework.

### UNIQUE EXHIBITION SERVICES AT MATIW

- On-line Appointment System to pre-arrange meetings: in 2013 over 3,000 meetings were arranged. Half of them were scheduled by the exhibitions, another half – by the visitors
- Free internet centre (Sponsor: Association for Assistance to Tourist Technologies)
- “Zheldorekspeditsiya” post service

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- A lounge area for travel agents' relaxation sponsored by the Strategic Internet Partner Profi.Travel
- On-line accreditation of journalists and a press centre organized together with the General Information Partner: the All-Russia State Television and Radio Broadcasting Company (VGTRK)
- Mobile MATIW guide – a special application for iPhones and Android based smart phones.

## OTDYKH LEISURE 2013

### 19th INTERNATIONAL TRADE FAIR FOR TRAVEL AND TOURISM

**OTDYKH Leisure** has been a traditional autumn travel & tourism exhibition that brings together tour operators, national tourism offices, and travel agencies from all over the world for 19 years. NTK Intourist is a traditional Strategic Partner of Otdykh LEISURE exhibition.

*“For us the participation in the exhibition is one of the most efficient ways to promote the tourist products, and a great opportunity to share experiences with partners, to conduct business meetings and negotiations”*  
Victor Topolkaev, General Director of “NTK Intourist

### EXPOSITION

Otdykh LEISURE has shown the active development: the main trend of the show was the exposition growth. The stands of TEZ Tour and Coral Travel occupied a separate hall. Among the exhibition newcomers there were the National Tourism Office of Serbia, France Montagnes Association, Bosnia and Herzegovina, Tour Operators Association of Maldives, Tourism Office of Andalusia, as well as companies from Georgia, Armenia and other countries.

Russia was represented by 30 regions: Arkhangelsk region, Vladimir region, Vologda region, Ivanovo region, Kaliningrad region, Kaluga region, Karachai-Cherkessia Republic, Krasnodar region, Murmansk region, Nizhny Novgorod region, Novgorod region, Novosibirsk region, Oryol region, Perm region, Altai Republic, Republic of Karelia, Komi Republic, Republic of Mari El, Tatarstan, Ryazan region, Samara region, Sverdlovsk region, Smolensk region, Stavropol region, Tver region, Tula region, Udmurtia Republic, Ulyanovsk region, Khanty-Mansi Autonomous District and the Yaroslavl region.

In 2013 there were two special expositions at Otdykh LEISURE: Travel Technology Village and Media Village.

The Travel Technology Village hosted the IT companies working in the travel & tourism market. This exposition was of great success among the travel industry experts. This year many IT technology leaders, including TripAdvisor joined the exposition. In addition to the companies representing the latest IT technologies and software, the Travel Technology Village hosted special events: presentations of the leading IT companies, seminars, trainings and master classes.

Media village was a special area for travel press and mass media. This year the exhibition's General Information Partner was the All-Russia State Television and Radio Broadcasting Company (VGTRK).

The joint project of the Organizers and VGTRK was a Press Centre in the Media Village that included a producing studio and a press zone for the journalists. The live interviews with industry leaders, representatives of the Russian regions tourism authorities, exhibitors from Russia and abroad were broadcast from the exhibition's producing studio. Among the guests there were Alexander Radkov, Head of the Federal Agency for Tourism, Irina Tyurina, Press Secretary of the Russian Union of Travel Industry, Victor Kostin, Vice Governor of Yaroslavl region, representatives of the Ministry of Resorts and tourism of Stavropol and Krasnodar districts, Ministry of Economic Development of the Komi Republic, top managers of travel & tourism companies: NTK Intourist, Tez Tour, Avia Centre, Tour Express, Atlantis Line, etc.

[Video Interviews from Media Village](#)

## MIBEXPO RUSSIA

### 9TH INTERNATIONAL MEETING INDUSTRY AND BUSINESS TRAVEL EXHIBITION AND CONFERENCE

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The 9th International Meetings Industry and Business Travel Exhibition & Conference MIBEXPO Russia was the annual meeting place of MICE industry experts: operators, organizers of business trips, incentive tours, promotional trips, training sessions, conventions and conferences, as well as representatives of convention centres, hotels, hotel chains and airlines.

### EXPOSITION

This year in addition to the regular exhibitors: Baltma Tour, TMK GRINN, Asia Adventures, Palace of Congresses State Complex, etc. there were several newcomers: MyLuxTrip (Germany), Grupa Trip (Poland), Transit Group Limited (China), and LIVINGSTON airlines (Italy).

*"We are happy to state that we have agreed on our new flight from Moscow to Verona for the winter season with Russian tour operators directly at the exhibition. We are absolutely satisfied with the exhibition! We have confirmed all our agreements and entered into new contracts. We feel a lot of attention from visitors. Besides, it's very nice that the organizers are interested in our opinion! By the way, today we saw the news about our participation in Mibexpo Russia within MATIW- 2013 in the Italian press"*  
*Silvia Ruscitto, marketing director of Livingston Airline (Italy)*

### CONFERENCE

9th International Meetings Industry and Business Travel Conference took place on 17 September 2013. The Conference is the traditional key event of MIBEXPO Russia that is very popular among MICE specialists.

The Official Conference Partner was Tour Express, the tour operator on Latin America. The Conference moderator was Yuriy Sarapkin, independent expert, full member of MPI, SITE, ACTE.

The Conference delegates: the specialists from Moscow and the regions of Russia and abroad discussed business tourism trends and development prospects, cross cultural and interpersonal relationships in the meetings industry, as well as new formats of MICE events.

Anna Gorska, the Chief Executive Officer of Gdańsk Convention Bureau, Gdańsk Tourist Organization, the Chairperson of ICCA Central European Chapter, the Vice President of MPI Poland spoke about current and new trends in business meetings industry. The significant part of her report was dedicated to global cooperation with international trade associations and societies (MPI, ICCA, IAPCO, SITE, etc.), as well as trade exhibitions (IMEX, EIBTM, MIBEXPO Russia, etc).

Elvira Tarasenko, the Commercial Director of GOST Group of Companies highlighted the issues of innovative technologies in hospitality business. She spoke about peculiarities of corporate sales tactics depending on the region, including relations development strategies with corporate clients on the tourist market in post-Olympic Sochi.

Irina Karnaukhova, the Business Development Director of Demlink Travel spoke about the relationship problems between corporate clients and professional organizers, as well as about generational aspect and its impact on meetings industry development.

The 2nd session of the Conference was fully dedicated to the trending topic of "Cross-Cultural Competence and Interpersonal Relations in Meetings Industry". Elena Stupnikova, the Marketing Director of Ego Translating Moscow representative office in her presentation "Linguistic and cross-cultural issues in MICE events" spoke in detail about the importance of recruiting the proper expert interpreters and building of competent multicultural communications in preparation for any event.

*"Today if we are to conquer the world, we must be ready to speak with everyone in their own language, and sometimes to think on it".*

*Elena Stupnikova, the Marketing Director of Ego Translating Moscow representative office*

The issues of cross cultural communication in international business were thoroughly considered by Alyona Topcheeva, the General Director of Diversity World Cross-Cultural Communication and Language Learning Centre.

Representatives of travel industry from the regions of Russia and abroad actively participated in the Conference. Olga Mishenko, the First Deputy Board Chairman of "More" hotel shared her successful professional experience in MICE events organizing. Mikhail Drutman, the General Director of Baltma Tours spoke about new MICE opportunities of Kaliningrad Region.

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The report with a concise title: "True Russia. Learned to own cost" was represented by Olga Lobanova, the Director of Corporate and Sightseeing Department of of Volga-Tour Multifunctional Service Company.

Many Conference participants noted that the true "discovery" was the brilliant presentation of Marko Lomantu, the Director of Development and Destination Department of the Brazilian Tourism Board (Embratur), and Andrey Krapivnoy, the General Director of Tour Express, the Latin America tour operator since 1995.

LUXURY MICE was among the top priorities of the Conference. The reports within this session were presented by Tatiana Shabarina, the General Director of Bonaman, Natalia Andronova, the General Director of Atlantis Line Sea Cruises, Aleksey Kuksa, the General Director of Business Aviation. Leading meeting industry experts shared their experience in this field.

The Conference brought together the Mice industry experts including operators, organizers of business trips, incentive tours, promotional trips, training sessions, conventions and conferences, as well as representatives of convention centres, hotels, hotel chains and airlines. The Conference was attended by the students of profiled colleagues and universities, including the delegation of students with disabilities from Nizhny Novgorod. In the future the Organizers decided to stick to this tradition.

*"The Conference was informative, productive and active, with constructive debates and discussions. I am absolutely sure that it has brought benefits to the speakers and delegates from Russia and abroad. The Conference was supported by international association of ICCA, thus, the international status of our Conference was supported"*  
*Yuriy Sarapkin, the Conference moderator, independent expert, full member of MPI, SITE, ACTE.*

The Organizers of MIBEXPO Russia express their sincere gratitude to all speakers, partners and participants for their contribution in Conference organizing.

The next 10th anniversary edition of the MIBEXPO Russia Exhibition and Conference will take place under the new name OTDYKH MICE within OTDYKH International Travel & Tourism Forum (former MATIW).

## **CORPORATE BUYERS PROGRAMME**

The special Corporate Buyers Programme has been introduced and successfully implemented within MIBEXPO Russia for several years. The Programme was aimed at efficient exhibition visiting by the corporate visitors, i.e. the buyers of MICE services. The Corporate Buyers Programme in 2013 was sponsored by TEZ Tour and KIHAAD Maldives Hotel.

Among Corporate Buyers who visited MIBEXPO Russia exhibition and Conference there were the representatives of the following leading companies: Eurobusiness, Imperial Tobacco, Jet Infosystems, KORN, NCC (National Computer Corporation), Russ Outdoor, UTH, Volvo, Decima, Crocus Business Auto, Rusklimat, SevzapPromenergo, Elekrtoproekt, and others. The guests attended MIBEXPO Russia Conference and mini-presentations of the exhibitors, relaxed during the reception in Grand Hotel Marriott organized by Tour Express, took part in sponsor's prizes drawings. The tour for two to Maldives KIHAAD MALDIVES 5\* Hotel won Inversiya company, the major software developer for financial and credit organizations.

The successful implementation of the Corporate Buyer Programme ensured the stably high quality of the visitors' audience.

## **LUXURY LEISURE**

### **8TH INTERNATIONAL TRADE FAIR FOR LUXURY TRAVEL**

The only exhibition of luxury tourism in Russia, LUXURY Leisure for the 8th time represented de-luxe and premium class services: exclusive resorts, hotels, villas, SPA destinations, luxury cruises, yachting, first class transportation services, educational programmes, vine and gourmet tours, individual tours.

## **EXPOSITION**

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Among LUXURY Leisure 2013 newcomers there were the National stand of Austria representing exclusive Tyrolean alpine resorts, PanAmerican Travel (Panama) individual tours organizer, Moroccan Luxury Events that offered de-luxe MICE tours, a new 5 star hotel Astrum and others.

*"Our brand is very closely associated with luxury and high-quality services, so we have realized that the Luxury Leisure exhibition was exactly what we needed, therefore we decided to participate this year. Our stand at the event aroused much interest among journalists and tour operators. Visitors asked a lot of questions about the area and the resorts in Austria, so we had an opportunity to provide them with useful information. We are pleased to have participated and received a lot of prospects of cooperation".*

*Lisa Hessenberger, Tyrol Tourist Office*

## Medical Tourism, Spa & Health

Medical Tourism, SPA & Health exposition demonstrated Russian and international spa resorts, recreation centres, thalasso treatment centres, as well as medical clinics and diagnostic centres. For the first time the Seoul Tourism Office participated in medical tourism exposition, representing 8 best clinics of Seoul. "Bangkok Hospital Phuket" represented the treatment programmes in Thailand. The visitors got the detailed information about treatment and wellness programmes from MCM Medical GmbH (Austria), Terme KRKA (Slovenia), and other exhibitors.

*"We have heard good reviews from last year participants, so we decided to take part in MATIW- 2013, especially since there is a special area for medical tourism. A lot of visitors showed interest, so we are pleased with the early results. By the way 70 % of travel agencies ask information about "medical tourism" because they want to include it in their offers. So I wish the organizers to develop medical tourism sector and to expand the exhibition".*

*Egor Shevtsov, International Marketing Department, Bangkok Hospital Phuket*

## Medical Tourism, Spa & Health Conference

The 9th International Conference for Wellness and Medical Travel "MEDICAL TOURISM, SPA & HEALTH" took place on the second day of MATIW-2013 on 18 September within the Luxury Leisure exhibition. The Conference highlighted the most topical issues of outbound and inbound health and medical tourism.

The Conference reports were dedicated to traveling safety and insurance issues, medical assistance, evacuation in emergency situations, and legal support. These issues were highlighted on the last Conference in 2012. Nadezhda Manshina, the Conference moderator and the expert of the Russian Union of Tourism Industry, noted that these topics were of great interest again, attracting even more delegates than in 2012 and proving the fact that the Conference programme is very topical and high-demanded.

*"The interest on this tourism sector is growing, and it is very important to know what the professionals think about that. Moreover, the face-to face communication is very efficient: in spite of huge information field in the Internet, there are still a lot of outstanding issues for the discussion".*

*Nadezhda Manshina, the Medical Tourism, Spa & Health Conference moderator, expert of the Russian Union of Tourism Industry*

For the first time the Conference delegates had an opportunity to hear the expert opinion of Vladimir Burdyansky, the Docent of the Emergency Chair of the Institute of Post-Graduate Training of Federal Medical-Biological Agency of Russia (FMBA) on emergency actions and patients' transportation, including the aeromedical evacuation.

Anna Gladun, the General Director of "Visit" Legal Advice Office spoke about legal support and responsibilities of travel companies. Mrs. Gladun highlighted the issues of responsibilities division among the tour operator, travel agent, and tourist for the failed tour or treatment, non-fulfillment or improper fulfillment of contract obligations by a travel company. She noted that these issues are the most important and controversial ones in tourism today.

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Irene Rapoport spoke about marketing tools in medical tourism on example of successful experience of "Amsalem Global Travel Management", the official representative of "Assuta" private medical centre (Israel). Oksana Bulakh spoke about the sales technologies and showed the statistics of medical and recreation tours demand.

Among the Conference speakers there were Yuriy Ilaidi, Head of the Interdepartmental Working Group of the Federal Medical-Biological Agency of Russia (FMBA) and the Russian-Greek Nautical Club, Konstantinos Kuskukis, Vice Rector of Democritus University, Maria Malykhina, Head of Marketing and Advertising Department of JSC "Medicina", Guenter Zusag and Sonja Furnsin from Medical Management GMB (Austria), Kim Ki-Hyun, Director of Tourism Department of Seoul Metropolitan Government (South Korea), and others.

Both speakers and delegates noted the high level of the Conference Programme and organization.

The Organizers of Medical Tourism, Spa & Health Conference express their sincere gratitude to all speakers, partners and participants for their contribution in Conference organizing.

The next 10th anniversary edition of the Medical Tourism, Spa & Health Conference will take place within OTDYKH International Travel & Tourism Forum (former MATIW).

## New Exhibition Image in 2014

At the press conferences held before the official opening of MATIW, the Organizer announced rebranding of MATIW and a new advertising campaign "We love travel".

Capitalizing on over 19 years old tradition of Otdykh LEISURE exhibition, the new brand OTDYKH will replace MATIW, used as a roof brand from 2006 to 2013, and will appear starting from 2014 as a new family brand.



Travel exhibitions Otdykh LEISURE, LUXURY Leisure, Spa & Health Moscow and MIBEXPO Russia, held before within MATIW will operate under the names OTDYKH Leisure, OTDYKH Mice, OTDYKH Luxury, and OTDYKH Spa & Health.

*"It is very important for an acting project to get a second wind. The Autumn Travel Industry Week has got a second as a re-branding. As we can see, not only the visual image changed (although the logo is very colourful), but also the internal content. The exhibition business programme has been significantly intensified: there are a lot of activities that attract professionals of inbound and outbound tourism"*  
Alexander Radkov, Head of the Federal Agency for Tourism

The move from MATIW to OTDYKH guarantees clarity, comprehensiveness and consistency for all types of communication. „After more than seven years, we are looking forward to getting back to our roots and appearing with the name OTDYKH. With this return we take up the original values we have established with our exhibitors and trade visitors over the years," said Violetta Toulisch, exhibitions director in Euroexpo Moscow.

Due to the new positioning as International Russian Travel Market, the fair shows its international significance on the basis of the CIS markets. „With our newly formulated top positioning "OTDYKH International Russian Travel Market" as well as our new appearance, the name "OTDYKH" becomes tangible, especially with regards to the international context. Our trade fair stands for internationality, diversity, vitality and trendiness,"

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commented Ekaterina Kohlhauser, exhibitions director in Euroexpo Exhibitions and Congress Development, Vienna.

After international screening a German agency HEYMANN BRAND DE GELMINI was brought on board as a competent partner for new brand development and communication strategy.

A new impressive campaign was created to support the new brand strategy. Under the motto We love travel, the Otdykh as well as its individual fairs present themselves with fascinating worlds in a heart shape.

**See you in 2014 at**

**OTDYKH International Russian Travel Market**

**16-19 September 2014 in IEC "Crocus Expo"!**

[www.tourismexpo.ru](http://www.tourismexpo.ru)

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ОРГАНИЗАТОР / ORGANIZER:



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