

Moscow Autumn Travel Industry Week MATIW 2013



Pre –show Release

11 September 2013, Moscow

Russia's leading International Travel event MATIW – Moscow Autumn Travel Industry Week will take place from **17 to 20 September 2013** in International Exhibition Center CROCUS EXPO in Moscow, Russia.

Considered as a must - attend B2B event by key players and all those who want to access an emerging market of Russian travellers, MATIW will again give the perfect start for the upcoming winter season on the Russian inbound and outbound market. It will consist of several exhibitions and conferences, including:

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

ORGANIZERS:



MATIW is organized by 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).

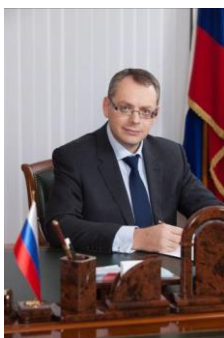
OFFICIAL SUPPORT:

MATIW is supported by the Federal Agency for Tourism of the Russian Federation, by the Russian Union of Travel Industry, by Association of Tour Operators of Russia and by the Chamber of Commerce and Industry of the Russian Federation.

Quote from the welcome address to MATIW guests and exhibitors:

“The Moscow Autumn Travel Industry Week MATIW is a unique event since it demonstrates the main travel industry segments: luxury, business adventure and event tourism at the modern exhibition site at once.”

Alexander Radkov
Head of the Federal Agency for Tourism of the Russian Federation



MATIW PARTNERS:



Strategic Partner of Otdykh LEISURE exhibition: NTK Intourist

Official Partner of MIBEXPO Russia Conference: TOUR EXPRESS

Official Partners of the “Modern IT Tools for Travel Industry” Conference: Voroshilova and Partners; AviaCentre

Corporate Buyers Programme sponsored by: TEZ Tour and KIHAAD Maldives.

MATIW 2013 FACTS & FIGURES:

- **1,480 exhibitors**

- **71 exhibiting countries**

Andorra, Argentina, Armenia, Australia, Austria, Belarus, Bolivia, Bosnia and Herzegovina, Brazil, Bulgaria, Chile, China, Colombia, Costa Rica, Cuba, Cyprus, Czech Republic, Dominican Republic, Ecuador, Egypt, Finland, France, Georgia, Germany, Hungary, India, Indonesia, Israel, Italy, Jamaica, Jordan, Kenya, Korea, Latvia, Malaysia, Maldives, Malta, Mauritius, Mexico, Morocco, Nepal, Norway, Panama, Peru, the Philippines, Poland, Romania, Russia, Serbia, Seychelles, Singapore, Slovakia, Slovenia, Spain, Sri Lanka, Switzerland, Tanzania, Thailand, Tunisia, Turkey, United Kingdom, Ukraine, United Arab Emirates (Abu Dhabi, Dubai, Fujairah, Sharjah), USA, Uzbekistan, Venezuela, Vietnam

- **24 exhibiting Russian regions**

Arkhangelsk region, Ivanovo region, Kaluga region, Komi Republic, Kostroma region, Krasnodar, Moscow region, Murmansk region, Nizhny Novgorod region, Republic of Karelia, Republic of Mordovia, Ryazan region, Samara region, Stavropol region, Sverdlovsk region, Tatarstan Republic, Tula region, Tver region, Udmurtia Republic, Ulyanovsk region, Veliky Novgorod region, Vladimir region, Vologda region, Yaroslavl region

Expected number of visitors: 62, 000

Exhibition area: 22, 000 sq.m

MATIW 2013 EXHIBITORS PROFILE:

- **Otdykh LEISURE exhibitor profile:** leading tour operators, travel agencies, national tourism boards, Russian regional tourism administrations.
- **MIBEXPO Russia exhibitor profile:** business travel and MICE operators, event management companies, incentive travel and training organizers, professional congress and conferences organizers, conference and congress venues, hotels, hotel chains, airlines.
- **LUXURY Leisure exhibitor profile:** exclusive resorts, hotels, villas, SPA destinations, luxury cruises, yachting, first class transportation services
- **SPA & HEALTH Travel exhibitor profile:** SPA resorts, recreation centres, private and state-owned clinics, medical tourism operators

MATIW 2013 UNIQUE SERVICES FOR VISITORS & EXHIBITORS:

- Online Appointment System (OAS) allows exhibitors and visitors to pre-arrange meeting
- Free e-ticket for visiting MATIW exhibitions by online registration on MATIW website
- Free Internet Centre in Hall 4 (sponsored by ACTT)
- Post service for catalogues and brochures delivery from exhibition directly to your office (Partner: JSC “Zheldorepeditsiya”)
- MATIW APP! Mobile MATIW guide – a special application for iPhones and Android based smart phones
- NEW! Lounge area for travel agents. Sponsored by Strategic Internet Partner Profi.Travel
- On-line accreditation of journalists; exclusive press centre co-organized by the General Information Partner All-Russia State Television and Radio Broadcasting Company (VGTRK)

19th International Trade Fair For Tourism



Otdykh LEISURE

Otdykh LEISURE is the leading International Autumn Trade Fair for leisure travel in Russia and the CIS countries. Since 1995, the show marks the beginning of the winter season on a Russian travel market.

Otdykh LEISURE is constantly growing in number of exhibitors and exhibition space. Over 100 countries and Russian regions will take part in the exhibition this year.

Prominent stands of TEZ Tour and Coral travel will occupy a separate hall. Countries like China, Dubai, Argentina, Cuba, Seychelles, and Goa have significantly increased or even doubled the space.

Newcomers this year will include National Tourism Office of Serbia, Bosnia and Herzegovina, France Montagnes Association, Andalusia Tourism Board, Maldives Association of Travel Agents and Tour Operators, Georgia, Armenia and others. Jamaica Tourism Board will join the show after a short break.

One of the highlights of the show will be the so called **Villages**, dedicated to most interesting and innovative segments of the tourism industry: **Travel Technology Village** and **Media Village**.

Travel Technology Village will host the IT companies working in the travel & tourism market. This exposition was organized in 2012 for the first time, and was of great success among the travel industry experts. This year many IT technology leaders, including TripAdvisor join the exposition.

In addition to the companies representing the latest IT technologies and software, the **Travel Technology Village** will host business-zone where special events will be held: presentations of the leading IT companies, seminars, trainings and master classes.

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

The joint project of the Organizers and VGTRK is a **Press Centre** in the Media Village that includes a producing studio and a press zone for the journalists. The working schedule of the Press Centre is very busy. The live interviews with industry leaders, representatives of the Russian regions tourism authorities, exhibitors from Russia and abroad will be broadcast from the exhibition's producing studio. Keep track of the latest events in the world of tourism!

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

The 9th International Meetings Industry and Business Travel Exhibition & Conference **MIBEXPO Russia** is an 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.

This year in addition to regular exhibitors such as Baltma Tour, TMK GRINN, Asia Adventures, Palace of Congresses State Complex, etc. this year the show will welcome several newcomers including MyLuxTrip (Germany), Grupa Trip (Poland), Transit Group Limited (China).

A wide programme of co-located events includes conferences, master classes and seminars represented by the exhibitors.

It is worth to mention the special Corporate Buyers Programme that has been introduced and successfully implemented for several years. The Programme is aimed at efficient exhibition visiting by the corporate visitors, i.e. the buyers of MICE services. The Corporate Buyers have a number of significant privileges in working with exhibitors, and they can participate in the conference and other business events. Corporate Buyers Programme Sponsors - TEZ Tour and KIHAAD Maldives.

8th International Trade Fair for Luxury Travel
LUXURY Leisure

The only exhibition of luxury tourism in Russia, **LUXURY Leisure** offers a unique exhibition platform for business communication for the companies offering de-luxe and premium class services.

Every year **LUXURY Leisure** represents unique resorts, 5-star and 5 star plus hotels, VIP transportation services, luxury cruises, yachting, golf, educational programmes, wine and gourmet tours, individual tours, etc.

Among the exhibition newcomers there are the National stand of Austria representing exclusive Tyrolean resorts, PanAmerican Travel (Panama) individual tours organizer, Moroccan Luxury Events that offers de-luxe MICE tours, and others.

In 2013 the **Medical Tourism, SPA & Health** exposition has been significantly increased. The exposition demonstrates 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 will participate in medical tourism exposition, representing 8 best clinics of Seoul. "Bangkok Hospital Phuket" will the treatment programmes in Thailand. The visitors can get the detailed information about treatment and wellness programmes from exhibitors from Austria, Slovenia, Israel, Italy, and Ukraine.

MATIW 2013 BUSINESS PROGRAMME

Exhibitors and visitors consider MATIW business programme as "unique and the most valuable" part of this event. 85% of all pre-registered trade visitors expressed their interest to participate in conferences, seminars and master classes. All in all, the MATIW 2013 programme includes over 100 business events.

The official exhibition opening ceremony will take place on 17 September at 12.00 in the central stage of the Registration Hall in Pavilion 1. After the opening ceremony the Federal Agency for Tourism will hold the **All-Russian meeting on tourism** of executive bodies of Russia's constituent entities.

9th International Meetings Industry and Business Travel Conference 17 September 2013

Official Conference Partner: Tour Express tour operator

The Conference delegates will discuss the trends and prospects of business tourism development. The Conference will highlight business tourism trends and development prospects, cross - cultural and interpersonal relationships in the meetings industry, as well as Luxury MICE sector. The Conference moderator: Yuriy Sarapkin, independent expert, full member of MPI, SITE, ACTE. Among the Conference speakers there are Anna Gorska, CEO of Gdansk Convention Bureau and Gdansk Tourist Organization, ICCA Central European Chapter Chairperson, Vice President of MPI Poland, Marco Antonio de Britto Lomanto, Director of Products and Destinations of the Brazilian Tourism Board, Elvira Tarasenko, Commercial Director of GOST Luxury Clubs, Alyona Topcheeva, General Director of Diversity World Cross-Cultural Communication and Language Learning Centre, Tatiana Shabarina, General Director of Bonaman and others.

9th International Medical & Health Travel Conference 18 September 2013

The Conference will highlight the most topical issues of outbound and inbound recreational and medical tourism. The reports dedicated to safety and medical insurance, marketing and promotion of medical and recreational products, new treatment programmes in modern clinics and resorts, and will be presented by Yuriy Ilaidi, Head of the Interdepartmental Working Group of the Federal Medical-Biological Agency of Russia (FMBA) and the Federal Tourism Agency, Maria Borodina, Head of the Emergency Chair of the Institute of Post-Graduate Training of Federal Medical-Biological Agency of Russia (FMBA), Konstantinos Kuskukis, Vice Rector of Democritus University, and others.

2nd Conference "Modern IT tools for travel industry" 19 September 2013

After the great success in 2012, the Conference intends to become one of the most interesting MATIW events. Among the speakers there are the experts of the leading companies, including Google, Mail.ru, Yandex, Instagram, Odnoklassniki, Facebook, VKontakte, TripAdvisor, Avia Centre, Amadeus and others.

The Conference topics cover the topical issues of IT technologies application in tourism, and the promotion of tourist products via social networks. The Conference is organized under the active participation and support of VOROSHILOVA AND PARTNERS and AVIA CENTRE.

Presentations and seminars will be held by Singapore Changi Airport, 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.

Hungarian Tourism Board will make a presentation of the city of Győr, the **Tirol Tourist Board** will hold a press conference dedicated to Tyrolean ski resorts, and the **Brazilian Ministry of Tourism** will hold a training seminar on Brazilian tours sales.

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

Traditionally, the **Association for Assistance to Tourist Technologies** will hold a series of seminars dedicated to innovation technologies in tourism and the promotion of a travel agency's website.

The Conference “**TBG. Travel brands**” will be held on 19 September within the exhibition’s framework.

The visitors and exhibitors can relax in the Registration pavilion enjoying the performances of dancing and musical groups from different countries and regions. **Argentina** will represent the “Argentine tango” dancing programme, and **Indonesia** and **Malaysia** will show their traditional dancing. The **Tourism Board of Slovakia** together with the specially invited professional sommelier will hold the Slovakian wines tasting.

These are only some of the activities of the wide programme of MATIW events. The detailed programme is available on www.tourismexpo.ru, and in printed and electronic versions of the MATIW Guide during the exhibition.

For detailed information please contact the Organizers. See you 17-20 September in “Crocus Expo”!

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VIENNA AUSTRIA
EUROEXPO
Exhibitions and Congress Development GmbH



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