



“OTDYKH International Russian Travel Market is aimed at national tourism products promotion, contributing to the entire domestic industry development and quality of services improvement to the world standards. The exhibition vividly demonstrates the enormous tourism potential of Russia”

Vladimir Medinsky, Minister of Culture of the Russian Federation

Post Release

On 21-24 September 2016 the CEC “Expocentre” hosted **OTDYKH** International Russian Travel Market, incorporating the following events:

- **OTDYKH LEISURE**, 22nd International Trade Fair for Tourism;
- **OTDYKH MICE**, 12th International Meeting Industry and Business Travel Exhibition & Conference;
- **OTDYKH Medical Tourism, Spa&Health**, 12th International Conference and Exhibition for Wellness and Medical Travel;
- **GOURMET & WINE TRAVEL**, 3rd International Food & Wine tourism exhibition.

Organizers:

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

Official Support:

Ministry of Culture of the Russian Federation, Federal Agency for Tourism of the Russian Federation, Chamber of Commerce and Industry of the Russian Federation, Russian Union of Travel Industry, Department for National Policy, Interregional Cooperation and Tourism of Moscow, Association of Tour Operators of Russia.

Partners:

Sponsor of OTDYKH Medical Tourism, Spa & Health exhibition: Kivach clinic

Sponsor of “IT Technology in Tourism: rebooting” Conference: VIPservice

Sponsor of coffee break at “IT Technology in Tourism: rebooting” Conference: Leader

Sponsor of OTDYKH cultural programme: Golden Ring

Partner of OTDYKH cultural programme: Circle of Light Festival

Partner of “IT Technology in Tourism: rebooting” Conference: Inna-Tour

Partner of OTDYKH Medical Tourism, Spa & Health Conference: Russian Scientific Centre of Medical Rehabilitation and Health Resorts of the Ministry of Health of the Russian Federation

Official air carrier: SkyTeam Alliance

Official hotels: Marriott Novy Arbat, Maxima, Park Hotel “Fili”

OTDYKH facts and figures:

- Over 670 exhibitors from 64 countries and Russia's regions
- 15,843 unique trade visitors
- Over 130 business programme events
- Exposition area: 14,500 sq. m



Exposition

OTDYKH 2016 exhibiting countries: Azerbaijan, Armenia, Bulgaria, Brazil, the UK, Hungary, Venezuela, Vietnam, Germany, Greece, Georgia, Dominican Republic, Egypt, India, Indonesia, Iran, Serbia, Spain, Italy, Cambodia, Kenya, Cyprus, China, Latvia, Cuba, Mauritius, Malta, Morocco, Mexico, Nepal, Norway, UAE, Peru, Russia, Singapore, the USA, Thailand, Tanzania, Turkey, Tunisia, Uzbekistan, Ukraine, Croatia, Czech Republic, Chile, Sri Lanka, Ecuador.

"After all the events happened in tourism sector in 2015, we are convinced that the Russian market is very important for us and we must fight for it. For that reason we are here participating at one of the most important tourist exhibitions in Russia. It's not just my opinion, many of Spain's regions - Catalonia, Andalusia, the Costa Blanca and others favoured the participation and promotion of their destinations here"

Luiz Boves Martin, Counsellor for Tourism at the Embassy of Spain in the Russian Federation

Russia was represented by: Arkhangelsk region, Vladimir region, Vologda region, Kaliningrad region, Kaluga region, Kirov region, Moscow region, Murmansk region, Nizhny Novgorod region, Novgorod region, Republic of Karelia, Republic of Crimea, Republic of Tatarstan, Stavropol region, Tver region, Tula region, Yaroslavl region

"The incoming companies, hotels, museums, parks, entertainment complexes represented at the stand of the Republic of Tatarstan, worked very hard to prepare for the exhibition. This shows that participation in the exhibition is efficient indeed. If a region shows the progress in tourism development and attracts tourists, it must participate in the major exhibitions. We held many useful meetings that would be difficult to organize in a different situation, and we had new and unexpected contacts"

Ekaterina Barabanova, deputy chairman of the Republic of Tatarstan State Committee on Tourism

Business programme

The meeting of the Import Substitution Committee in Tourism of the Expert Council of the Ministry of Culture of the Russian Federation opened the exhibition's business programme. Olga Yarilova, director of the Department of Tourism and Regional Policy of the Ministry of Culture of the Russian Federation, and Maya Lomidze, the executive director of the Association of Tour Operators of Russia (ATOR) spoke about what was done in two years of the Committee existence, and the challenges the experts faced in the regional tourist routes approval process. Since October 2015, more than 30 regions submitted 94 tourist routes to the Committee, 25 of them were approved. Moreover, 11 routes from this list have been already offered by the tour operators.

The Federal Agency for Tourism hosted the All-Russian meeting on actual issues of tourist destinations development in the regions.

The detailed information about tourist opportunities of the Russia's cities can be obtained directly from the experts working in the regions at the conference "Tourism development in small historic cities" and in the Open meeting of the participants of the inter-regional cultural and educational project of the Ministry of Culture of the Russian Federation "Patterns of the Russian cities".

The results of the International Contest "Tourist brand: Best Practices - 2016" were announced on 22 September. 88 brands from 33 subjects of the Russian Federation participated in the Contest. The most active participants were Moscow region, Yaroslavl region, Vologda region, Sverdlovsk region, as well as Moscow and Tatarstan. "Visit Tatarstan. Land of 1001 delights" brand (Republic of Tatarstan), "Chak-chak Museum" (Republic of Tatarstan), "AgroEcoTourism of Russia" (Moscow) and "Arzamas Goose" Cooking Festival (Nizhny Novgorod region) were awarded with the Golden Diplomas.

The most expressive and interesting ways of providing tourist information in 2016 were presented at the official ceremony of summing up the results and winners rewarding of the International Contest of Russia's guidebooks, tourist maps and SMART applications.

The first day of the Forum traditionally included major business activities with the participation of government representatives and heads of Russia's main tourist organizations. Konstantin Goriyanov, deputy head of the Department for National Policy, Interregional Cooperation and Tourism held a press conference on the inbound and domestic tourism development.

Ras al-Khaimah Emirate has become second in popularity destination in the UAE after Dubai among Russian tourists. This was announced by Mr. Haitham Mattar, Director General of the Ras Al Khaimah Tourism Development Authority at the open round table held within the exhibition. The advantages of the destination were also touched upon by Dmitry Arutyunov, general director of "Art Tour" and Artur Muradyan, general director of "Space Travel".

A talk show "How a travel agency can survive after the amendments to the Law on Tourism enter into force on 1 January 2017" was held during the Conference of TBG network and "Hot Tours". This issue was also discussed at the joint legal seminar organized by "Persona Grata" legal agency and "Turpomosh" Association.

The Association for Assistance to Tourist Technologies held open seminars on information and travel technology for all comers during first three exhibition days.

OTDYKH has always been a platform for business communication, and at the same time - a place for young specialists' practical training. The "You are our future" Conference was held within OTDYKH Leisure for the third time. The Conference has been designed to help graduate students and young professionals to get useful advices on job searching and find out what employers expect from young professionals.

Yaroslavl, Vologda, Tula regions and Moscow demonstrated interesting interactive entertainment programmes, as well as master classes, shows, contests, performances representing Russia's tourism opportunities within the exhibition's cultural programme.

5th International Conference "IT Technologies in Tourism: Rebooting-2016"

On 23 September the conference hall of "Expocentre" filled to the brim - 258 specialists attended the annual Conference "IT-technologies in tourism: Rebooting" to learn more about current offers on the travel technology market and to address their questions to the experts.

Everyone is aware of the main channels of traffic attraction in the RuNet, however, it is not always clear how these channels must be linked with each other, and how they should work properly. The issues of traffic purchase strategy in the diverse digital channels were covered by Artyom Groza, head of contextual advertising department of "Ashmanov and Partners".

Ekaterina Volkova, the "Booking.com" area manager shared her expert opinion on demand changes in online travel booking market. Dmitry Semykin, VIP Service sales department director, presented the advantages of upgraded "Portbilet" booking system for travel agents. Olga Shmeleva presented "Leader" integrated service for travel agencies and travellers.

"Despite the tourism industry volatility, we see a great interest in new technologies and solutions. Searching for new opportunities in demand decline as a way to achieve new heights is a right and reasonable way. We would like to address our special thanks to the event organizers for quality participants and interesting programme. The absence of free seats in the hall demonstrates this perfectly"

Dmitry Semykin, sales department director, VIP Service

Several presentations were devoted to social networks. Irina Voroshilova, general director of "Voroshilova and Partners" internet agency and the Conference moderator gave a general introduction of the important tools in Facebook, Instagram and Telegram. Opportunities of targeted advertising in major Russian social networks (Vkontakte, Odnoklassniki) using myTarget service were covered by Ekaterina Tkacheva, mobile department specialist of MyTarget (Mail.Ru Group). Artur Ovchinnikov, leading internet marketing specialist of Sletat.ru, spoke about how to use the corporate site as a long-term communication and a monetization tool. Alexander Kondrashov, blogger and JustDOit MEDIA YouTube tourism channel producer spoke about how to familiarize tourists with the tour operator and hotel products through the social media by native video integration into the tourist blog. Secrets of improving efficiency of e-mail marketing were uncovered by Yulia Rakova, community director of GetResponse.

Report on new developments in the Yandex.Direct in tourism topics and tools that help advertisers using these trends in their campaigns was presented by Diana Musayeva, key account manager of Yandex.ru.

Inna Beltyukova, "Inna Tour" board of directors chairman, spoke about the advantages of booking dynamic packaging platform for individual tours formation.

Features of purchase and sale charter tickets, as well as ways to automate the process searching, reservation, payment and issuing were highlighted by Igor Zenin and Andrei Yakovlev, TRVLS company.

Aleksey Sumenkov, general director of "Navigatoria" Ltd, and Aleksandr Gorbatyuk, commercial director of "Top Hotels" Group described in detail what tools can be used for hotel information management and how additional services sales in hotel can be automated.

Hospitality Academy

The Hospitality Academy, supported by the Russian Hotel Association was a new and successful business event in terms of content and number of visitors. The event was organized for the hospitality specialists: hotel operators, hotel chains, resorts, private hotels and hostels.

Among the experts who gave reports there were Aleksey Musakin, Cronwell Hotels&Resorts managing partner and vice president of the Russian Hotel Association, Aleksey Korobkin, IHG Development Director for Russia, the CIS, Baltics and Scandinavia, Elena Lysenkova, general director of Hospitality Income Consulting, Kirill Sumin, head of hotel relations department of HotelAdvisors, Hospitality Management & Consulting.

Over 90 participants who attended the Hospitality Academy familiarized with the latest trends in events organization in a hotel, modern methods of improving hotel efficiency and reputation maintaining.

Round table "Museums and travel business: pathways to understanding"

The travel industry faces an urgent need to determine what steps should be taken to create a common tourism area, contributing to the interaction development between museums and travel companies.

The round table "Museums and travel business: pathways to understanding" was dedicated to searching solutions of this issue. Travel industry experts and leaders of cultural institutions discussed the need for interaction between museums, government bodies and tourist information centres, the ways of marketing promotion of museums, the inclusion of cultural facilities in the excursion itineraries and other important topics.

Among the round table participants there were Olga Yarilova, director of the Department of Tourism and Regional Policy of the Ministry of Culture of Russia, as well as representatives of the Ministry of Entrepreneurship, Trade and External Relations of Kirov region, Pushkin State Museum, Pushkin Plyos State Historical-Architectural and Art Museum-Reserve, ERARTA Contemporary Art museum (St. Petersburg), Zvenigorod Historical and Architectural Museum, "Yasnaya Polyana" Museum-Estate, "WAND" "Ivolga", "Inters" and "Vladinvesttur" companies.

The event was attended by 85 delegates.

Convenient service for exhibitors and visitors

Every year the Organizers create favourable conditions for fruitful work of exhibitors and visitors, in addition to business programme improvement of the and new projects implementation.

- Cultural programme for exhibitions: "Circle of Light" Festival visiting and Moscow sightseeing tour from "GoldenRing" company;
- Special rates for accommodation from the official hotels: MarriottNovyArbat, Maxima, "Park Hotel "Fili";
- Special flight rate from the official air carrier: SkyTeam;
- Freight delivery service from "Zheldorexpeditiya"
- Internet café.



Today, the business activities clients in Russia have increasingly opt for domestic destinations. This helps to save costs due to logistics and rouble prices. **OTDYKH MICE International Exhibition** provided again an opportunity to meet the reliable suppliers of event services and convention facilities from various cities of Russia, to familiarize with the current market offers and to choose the best.

Exposition

This year the exhibitors presented the most demanded destinations for MICE events – Russia and the CIS countries.

"Be in Russia" project demonstrated the opportunities of the domestic MICE market jointly with partners: Voronezh Convention bureau, MICE and event agencies from the regions.

Zavidovo" (Tver region), "Omega" (Sochi), City Group (Moscow) and Cronwell Hotels & Resorts presented Russian venues.

Special Project Agency and Shooting Club on Poklonnaya Hill presented their readymade ideas for corporate events.

MICE and DMC agencies from Azerbaijan, Armenia and Uzbekistan -“Inar Travel”, Armenian Travel Bureau and Asia Adventures” offered a full range of services from flight tickets to MICE events organizing.

Conference

OTDYKH MICE International Conference “Meeting Industry in Russia” was traditionally a central event of the show. The Conference took place on 22 September, attracting 116 industry experts.

The Conference started with an overview of the current market trends basing on expert assessments, which were summarized and analyzed by Alexandra Zager, chief editor of Business Travel magazine and Conference moderator.

This year the Conference was focused on the development of the meeting industry in Russia. In addition to the market analyses, the reports presented case classes from the “Be in Russia” project, the Conference Partner, and its representatives from Ufa, Ulyanovsk, Voronezh, Cheboksary and other cities.

Irina Samotayeva, head of business event department of MaxiMICE company highlighted the modern trends in events organizing. Thus, the main parameters the customer is guided in choosing the agency is creativity, exclusive offers, innovation, high quality of services and budget adherence.

Oleg Kryuchkov, Event Platform founder and general director described in detail main principals and components of information systems for different events.

Elmira Tukanova from the Centre of Sverdlovsk region tourism development presented a case for promoting business tourism in the regions on example of Sverdlovsk region. Natalia Belyakova, regional director for marketing and PR of Domina Hotel chain shared the successful experience of Russian business hotel development. Olga Turchina, sales and marketing manager of Calista Luxury Resort(Turkey) presented an example of luxury MICE.

Training on preparation of interesting public performance was held by Maria Zdorovenkova, event manager of AVON.



The annually growing demand of Russian tourists for medical services abroad and health tours in different countries, including Russia has influenced the formation of a separate travel industry segment, represented at **OTDYKH Medical Tourism, Spa & Health**.

Exposition

Affordable prices, unique natural factors and good quality of health services are the main reasons that make domestic health resorts more popular. The visitors had a chance to familiarize with the opportunities of health resorts from different regions, exhibited at the "Russia's Sanatoriums" stand.

Combining treatment with weight loss, back therapy and anti-smoking programmes was offered by the health resorts of the midland - "Stanko" (Ivanovo region) and "Staritsa" (Ryazan region).

"Energy" health resort centres chain represented the treatment opportunities in its five facilities located in Moscow region, Kislovodsk, and on the Black Sea coast.

For many years, the marine climate of Krasnodar region has been a unique value. This region was represented by "Odyssey", "Actor", "Laba" and "Podgorye Kavkaza" sanatoriums. The latter one is famous for therapeutic application of the famous Matsesta water, rich in hydrogen sulphide.

The exhibition visitors had a chance to get familiarized with JSC "Ulyanovskurort" offers, which has 18 unique resort centres in Russia, specializing in treatment of gastrointestinal system, kidneys, skin, and urinary diseases.

Altai region with its amazing climate, herbs and natural products, and special approach to the treatment of various diseases was represented by "Tsentrsoyuz" sanatorium in Belokurikha.

"Kivach" clinic (Petrozavodsk, Karelia), the Sponsor of OTDYKH Medical Tourism, Spa & Health exhibition had one of the most attractive stands. During the four days of the exhibition the clinic specialists run free body diagnostics for all visitors.

"This year in addition to exhibiting, we sponsored OTDYKH Medical Tourism, Spa & Health exhibition to reach a wider audience - agencies, tour operators and visitors who is interested in obtaining high quality medical services in Russia. We witness a growing interest to medical tourism, and opening many new health resorts and clinics in the regions. That is why we decided to present our services here at the exhibition and to show that it is possible to get quality medical care without leaving the country »

Alexander Ulich, General Director of "Kivach" clinic

One of the exhibition's highlights was a consolidated stand of Abano Terme medical clinics and spa hotels, including AbanoMed, Centro di Medicina, GB Hotels Thermae, Silva Splendid and Panoramic Plaza. Spa resorts of Croatia and Latvia and some clinics from Germany, China and other countries were presented at the show as well.

High quality healthcare services in Russia were be presented by TopMed Clinic and "Mazot" dentistry Centre (Moscow).

Chakra Auyurvedic Resort (India), Thaipattaraspa (Thailand), and the new Ayurveda resort Isola Di Coco (India) demonstrated the traditional medicine and alternative treatment methods. The unique yoga tours for Russian tourists were presented by CC's Hideaway Hotel (Thailand).

Conference

OTDYKH Medical Tourism, SPA & Health International Conference took place on 22 September and attracted 98 delegates. The Conference moderator is Nadezhda Manshina, an independent health tourism expert, opened the Conference with a report on indications for resort treatment that entered into force this year.

A right choice of a resort or a health centre is crucial in achieving optimal results of medical rehabilitation, treatment or prevention of a wide range of diseases. It is sometimes difficult to make a choice due to a variety of domestic natural resources and health centres, as well as absence of such consulting services in hospitals and clinics. The report of Pavel Tots, Head of the Russian Scientific Centre of Medical Rehabilitation and Health Resorts of the Ministry of Health of the Russian Federation was dedicated to choosing the optimal health resort for a client.

Igor Dovgan shared new innovative technologies of health resort treatment and medical rehabilitation on example of Pirogov Saki Central Military Clinical Sanatorium.

Integrative medicine is the most progressive and promising health management model, which is based on a fundamentally new concept - active prevention, timely diagnostics, body detoxification, which promotes biotransformation and direct elimination of toxic substances in organ and cellular levels, improving quality of life and active longevity . This topic was covered at the presentation by Anna Kuznetsova, the head of the therapy department of "Kivach" Clinic.

The investment attractiveness of the Russian health resort market was analysed in detail by Elena Trubnikova, chairman of the Health Tourism Association. Currently, this area is an important driver for the economic growth. As a result, the efficiency of every invested rouble increases fivefold.

Marina Shevchuk, the director of "Vivat Zdorovye" Marketing Agency spoke about how a health resort centre can increase its commercial sales. She noted that you should start with the audit of commercial activity and basic advertising campaigns, and development of an annual services promotion plan.

The peculiarities of resorts and SPA hotels promotion in the Internet, presented by Aleksey Ovsyannikov, business development director of zdravo.ru, aroused much interest of the audience.



Gourmet & Wine Travel was dedicated to food & wine tourism, one of the main tourist discoveries of recent years that rapidly gaining in popularity among travellers. Among the exhibitors there were the famous Russian wine houses. "Abrau Durso" presented its resort in Krasnodar region, and "Balaclava" - wine routes in the Crimea.

"Visiting a website or reading a booklet is far from live communication. During the show we speak with people from other regions and managing companies. Many experts come to us asking questions they hesitate or find inappropriate to ask on the phone. What is tourism? Tourism is a materialized impression, and, in fact, the exhibition is a first step for us to sell this wonderful impression of Abrau-Durso resort. And OTDYKH is a recognized platform that helps us to do it."

Yuliya Mikhaleva, Director of Tourism Development in Abrau-Durso

"Tasteful Journey" cooking master classes is a unique interactive way to promote a destination among industry experts and direct clients. The cooking master classes were organized in a partnership with "BreadSalt" magazine and culinary studio.

For the first time Russian cuisine was widely represented by several regions - Velikiye Luki, Moscow, Vladimir region and Yaroslavl region.

During all exhibition days the exhibition guests had a chance to cook and try authentic dishes of Georgia and Serbia, which are growing in popularity among Russian tourists, and traditionally popular Thailand, Bulgaria, Spain and the UAE.



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