MATICW 2008 - Moscow Autumn Travel Industry Week

POST SHOW RELEASE

The Moscow Autumn Travel Industry Week, MATIW, took place from 23 through 26 September 2008, at the Crocus Expo International Exhibition Center. It combined:

- the 14th International Trade Fair for Tourism Otdykh LEISURE;
- the 4th International Meetings Industry and Business Travel Exhibition MIBEXPO Russia
- the 4th International Meetings Industry and Business Travel Conference MIBEXPO Russia
- the 3rd International Trade Fair for Exclusive Travel, LUXURY Leisure;
- the 4th International Conference of health tourism and spa SPA & HEALTH Moscow

The following took part in the trade fair's official opening ceremony:

Mikhail Ivanovich Lyalkov - Russian Federation Deputy Minister of Sports, Tourism and Youth Policy
Nadezhda Aleksandrovna Nazina - Russian Federation Ministry of Sports, Tourism and Youth Policy Director of the Department for the Creation of State Policy and Organization of Tourist Activity
Anatoliy Ivanovich Yarochkin – Head of the Federal Agency for Tourism of the Russian Federation
Vladimir Aleksandrovich Zhidkikh - Chairman of the Council of the Federation Commission on Youth and Sports Issues
Mr. Joan Mesquida - Spain's State Secretary for Tourism
Mr. Amr el Zabi - Head of the Egyptian tourism board
Mr. Juli Minoves Triquell - His Excellency, the Minister of Economic Development, Tourism, Culture and Universities of the Principality of Andorra.
His Highness Sheik Abdullah al Hossani - The Sultanate of Oman's Ambassador to the Russian Federation
Mr. Phineas Alburo - The Philippines Deputy Minister for Tourism
Ivan Yurievich Novitskyy - Deputy of the Moscow State Duma
Sergei Mikhailovich Sadkov - Chairman of the Euroexpo Board of Directors

The Moscow Autumn Travel Industry Week (MATIW) is the main autumn event for Russia's tourism market, attracting an ever greater number of its direct participants and visitors from year-to-year.

This year, the largest international exhibition center in Russia, Crocus Expo, which has at its disposal the most modern equipment and developed infrastructure, once again was the venue for the exhibitions. Holding Moscow Travel Industry Week at the Crocus Expo IEC allowed the provision of a high level of service for exhibitors and visitors.

The exposition's total area was 23,000 square meters. 1,395 companies from 129 countries and regions of the world participated in the prestigious international fairs. 71,150 industry specialists took part in MATIW 2008.

Autumn is a period of intense work for tour business professionals, the establishment of new business contacts and determination of pricing for the autumn and winter season. The Moscow Autumn Travel Industry Week and the Otdykh/Leisure 2008 specialized international exhibition which takes place within its framework afford a splendid opportunity to reflect the overall picture of the tourism market's modern condition and become a point for the intersection of the business interests of tour industry specialists.
The Otdykh LEISURE 2008 International Trade Fair for Tourism opened the winter season for the 14th time.

"The traditional Otdykh LEISURE 2008 trade fair, which has been held by the Euroexpo since 1995, is a symbolic event. This first-rate autumn exhibition project enables the development of the tourism industry in Russia and facilitates the establishment of business contacts for representatives of the tourist market, as well as advertising of the country's capabilities at an international level." (Anatoliy I. Yarochkin – Head of the Federal Agency for Tourism of the Russian Federation)

The trade fair's goals are assistance in the development and establishment of new business contacts for tourism market participants via the organization of meetings of foreign and Russian exhibitors with tour business representatives, sharing experience and determination of pricing for the fall and winter season.

The exhibition is conducted with the support of the Russian Federation Ministry of Sport, Tourism and Youth Policy, Federal Agency for Tourism of the Russian Federation, Russia's Association of Tour Operators, The Russian Tour Industry Union and others.

1,095 companies from 112 countries and regions of the world gathered in an area of 19,000 square meters. Egypt was Otdykh LEISURE Partner Country 2008.

75 national and regional tourism offices exhibited, among which were Australia, Andorra, Brazil, Bulgaria, Hungary, Venezuela, Vietnam, Egypt, Zimbabwe, Dubai, the Dominican Republic, India, Spain, Israel, Jordan, Catalonia, Cyprus, China, Korea, Cuba, Lithuania, Malaysia, Norway, Poland, Romania, Singapore, Slovakia, Tanzania, Tunis, Turkey, Thailand, Uganda, the Czech Republic, Sri Lanka, the Philippines, Finland, the Republic of South Africa and others. The national tourism offices of Venezuela and Zimbabwe presented national pavilions for the first time at the exhibition.

Russia was represented by 30 regions. Among them were Vladimir, Vologda, Kirov, Kostroma, Penza, Samara, Smolensk, Tversk, Tula, Tyumen, Yaroslav and other areas, and Kabardino-Balkaria, the Caucuses Mineralnye Vody, Mordovia, the Karelian Republic and other regions of Russia presented booths. This representation demonstrates the stable growth and high level of the domestic tourist industry.

Latin America Day was held on 24 September and was one of the highlights of the exhibition, sponsored by Natalie Tours and held with supported and cooperation of EMBRATUR - Brazilian tourism board, Venezuela Ministry of Tourism, the Dominican Republic Ministry of Tourism, Argentinean Embassy in Moscow, Cuban Ministry of Tourism, companies Caribbean Club, TourExpress, Journey Travel Company Peru, Travel Mark Argentina, Tours Brasil. Countries presentations, national dance performances, round tables etc. were held during the whole day, and in the evening Latin American Party was organized for the Russian travel agencies.

Otdykh LEISURE is a comprehensive forum with a busy business program. There were presentations, briefings and workshops for the trade fair's participants within the exhibition's framework. Maximum opportunities were made available by the trade fair's organizers for the targeted audience (tour firm managers, top managers, airline employees, hotel networks, suppliers of presentation technologies, etc.) for sharing experience, replenishment of data banks, reconciliation of business contacts and entering into contracts. Potential buyers of the tourist product, corporate clients, also participated in the conferences.

On 23 September, at a reception on the occasion of the trade fair's opening, the Head of the Federal Agency for Tourism of the Russian Federation Anatoliy I. Yarochkin, presented awards "For Active Participation in the International Tourism Exhibition Otdykh LEISURE'.

The organizers are certain that the trade fair made an appreciable contribution to the development of the tourist industry and was a successful guarantee for its successful implementation in 2009.
The fourth MIBEXPO session again proved its worth as the most important event for the meetings industry in Russia and Eastern Europe. Offering a comprehensive platform for new business opportunities, exchange of know-how and professional education, the exhibition has been a meeting venue for international and Russian professionals as well as key market players.

“MIBEXPO Russia is one of those events that continuously strives and achieves levels of excellence. Now in its 4th year, MIBEXPO is the most important event in the meetings industry in Russia and the CIS countries. Since the first MIBEXPO in 2005, the event has continued to grow, confirming the enormous public interest and potential for further development of the meetings industry in Russia.”

Patricia Semprebene Bongiorno
IAPCO President

Being organized by Euroexpo, a member of the International Congress & Convention Association (ICCA), MIBEXPO is supported by the following associations: Business Travel Agencies Association of Russia (BTAA), Association of Corporate Travel Executives (ACTE), Meeting Professionals International (MPI), International Congress & Convention Association (ICCA), Society of Incentive & Travel Executives (SITE), Destination Marketing Association International (DMAI) and International Association of Professional Congress Organizers (IAPCO).

During the three days of the exhibition, MIBEXPO 2008 offered its visitors from Moscow, Russian regions and CIS countries a wide range of services and provided contacts with professional conference organizers, event management companies, destination management companies, incentive and business travel companies and hotel chains, as well as national and regional convention bureaus.

160 companies from 32 countries participated in MIBEXPO 2008. The international part was represented by companies from Austria, Belgium, Bulgaria, Cambodia, Croatia, Cyprus, Great Britain, Dominican Republic, Egypt, France, Germany, Greece, India, Italy, Laos, Mauritius, Mexico, Monaco, Montenegro, Myanmar, Norway, Portugal, Spain, Switzerland, Thailand, Tunisia, Turkey, the United States, Uzbekistan, Ukraine and Vietnam.

The organizing company was delighted to welcome as exhibitors at MIBEXPO 2008 the famous players of the business travel and MICE industry, such as ITTA Tours (Egypt), Kuoni Destination Management (International), Adriatic Tourism and S.T.O.K. Tourism (Turkey), STB Tours (Russia), Support International (Norway), TRIME Center (Ukraine), Visit Tunisia (Tunis) and many others.

New objectives were presented for the first time at MIBEXPO by @dmire (Belgium), Cantata (Austria), Elite Voyage (Mauritius), ISCRA (Italy) and Montenegro Stars (Montenegro).

Corporate departments of several big tour operators, such as S7, Academservice, VKO Group, Vladinvesttour, Coral Travel, Mouzenidis Travel, Pegas Touristik, RZD Tour, Russian Express and Uzhiy Krest, participated in the exhibition.

The largest part of the exhibition was occupied by these conference hotels and business centers: International Moevenpick Hotels & Resorts, Iberostar Hotels, Sheraton Hotels (Italy), Best Eastern Hotels, Azimut Hotels (Russia), Corinthia Nevskij Palace (Russia) and others.

The annual increase in the number of Russian participants indicates the meeting industry's active development in Russia. This year companies and authorities from the following Russian Cities and Regions were represented at MIBEXPO: Velikiy Novgorod, Vladivostok, Vladimir, Gelendzhik, Ekaterinburg, Irkutsk, Kazan, Kaliningrad, Moscow Region, Novosibirsk, Saint Petersburg, Sochi, Ugra and Yaroslavl.

While the number of exhibiting companies offering the organization of corporate meetings and incentives has increased, the number of companies offering associated services and technological projects also rose.
Examples of the latter are: Sky Team Company, which presented the Global Meetings programme; Dexter Company – airport taxi services; X Route Company – new technologies for teambuilding all over the world and the newcomer, MICETER – a unique Internet resource for the business travel and MICE industry.

Over 8,500 companies took part in MIBEXPO Russia 2008, including business travel operators, incentive travel companies and MICE suppliers. A record number of corporate buyers visited the exhibition, including companies like Bella Vostok, Boeing, Coca-Cola, Epson, HP, Ipsen, Mary Kay, Miele, Novartis, Roche, Sanofi Aventis, Shell, WASCO, Gedeon Richter, Eurofinanz, KMB Bank, Metinvest Holding, SeverStal Resource and many others.

**MIBEXPO Russia 2009 Conference with Well-Known International Experts**

The 4th International MIBEXPO Conference was again perceived as a highlight of the event, where delegates had a unique chance to meet International and Russian experts during the two conference days. The conference was moderated by Mr. Jury Sarapkin, Vice president of the Business Travel Agencies Association of Russia (BTAA). Renowned speakers contributed to the success of MIBEXPO and offered seminars, master classes and round tables to the delegates. The excellent international speakers were Michel Neijmann (Head of International Affairs, AIM Group), Richard Lewis (Chairman, Richard Lewis Communications), Ian Epps (Director of Partnership Relations, ITP), Tasso Pappas (Representative of The Society of Incentive and Travel Executives, SITE) and Kristina T'Seyen (Deputy Director, DMAI).

Because of the success of MIBEXPO Conference 2007, a round-table session was organized for Russian professionals on the second day of the conference. The purpose was to provide a platform where experts could exchange their know-how and discuss the future development of the meeting industry in Russia with other professionals.

Furthermore, the organizing companies would like to point out that it was the first time that such a number of different associations appeared together in Russia at an MIBEXPO Conference.

The conference was visited by 115 delegates from Moscow, the Russian Regions and neighbouring countries.

Both exhibitors and visitors appreciated the online appointment system offered for the second time in Russia as well as the exhibition structure with clearly defined Russian and international areas.

**LUXURY Leisure 2008**

*3rd International Trade Fair for Exclusive Travel*

23 - 25 September 2008, Crocus Expo IEC

The International Trade Fair for Exclusive Travel and Luxury Services in Russia and CIS „LUXURY Leisure Moscow“ took place from 23 - 25 September 2008 for the third time. During the three days of the exhibition, tourism experts had the possibility to become acquainted with unique International and Russian proposals.

The topic of this specialized exhibition has become extremely popular in the Russian Tourism Market which has experienced a steadily rising demand for exclusive tourism services in recent years. Individual tourism, spa and health programs, exclusive adventures, first class transportation services and many other luxurious services are requested more and more among Russian Tourists.

LUXURY Leisure offers visitors the possibility to collect information about the market of exclusive tourism services and meet their future partners from all over the world. Professionals of the industry offering luxury accommodation, spa and wellness programs, exclusive transport services (e.g. limousines, jets, yachts, cruises, etc.), as well as golf service providers and organizers of adventure tours participated in the exhibition. Efficient meetings made it possible for experts to gain prospective business contacts and to open new possibilities for their business. The exhibitor's objectives were either to extend their business in Russia, to deepen their collaboration with Russian partners or to find new Russian partners which would enable the companies to enter the Russian market.

140 companies from 32 countries took part in the LUXURY Leisure exhibition, which means a geographic extension of the countries represented. The exhibiting companies originated from countries such as Austria,
Barbados, Chile, France, Great Britain, Ghana, India, Italy, the Maldives, Mauritius, Nepal, New Zealand, the Philippines, Russia, Seychelles, Switzerland, the USA, Vietnam and others.

Among the participants were companies such as Ahi para Luxury Travel (New Zealand), Alpin Holidays (Austria), Nomads of the Seas (Chile), Taj Hotels (India), Philippines Departement of Tourism, Majestic Imperator – Train de Luxe (Austria), Marco Polo Travels Pvt. Ltd. (Nepal), Falkensteiner Hotels & Residences (Austria/Slovenia), Power Travel Service (Austria), Luxury India (India), White Sands Beach Resort & SPA (Ghana) Onirikos (Italy), Lets Go Maldives (Maldives), Quality Villas (France/GB) and many others.

The Euroexpo team was proud to welcome the following national tourism boards as exhibitors for the first time: Mauritius Tourism Promotion Authority and Ras Al Khaimah Tourism Office (U.A.E.). In addition to the aforementioned tourism boards, there were companies from the United States participating for the first time: Vail Resorts and the Horned Dorset Primavera Hotel.

Visitors were travel agencies for individual and exclusive tours, corporate and VIP customers. In 2008, the number of participants was record-breaking: 10,200 trade visitors.

Since the beginning of “LUXURY Leisure” a main focus has been the pre-arranged appointment system which is unique for trade fairs in Russia. It is an efficient instrument for exhibitors and visitors to optimise their time. In 2007, this appointment system was launched online and not only exhibitors but also trade visitors had the possibility to arrange meetings via the Internet.

The 4th International Conference for health tourism, “Spa & Health,” was held on 24th September within the trade fair “LUXURY Leisure”. This event is part of the outstanding parallel program and it constitutes an excellent platform for specialists to learn more about global trends in spa technologies and the wellness industry. It offers the possibility to communicate personally with spa industry experts from all over the world and to receive first-hand information about the opportunities of the worldwide health tourism market.

Renowned international and Russian speakers provided a very good insight into their business and discussed basic as well as current topics concerning health tourism, such as quality standards, strategies for spa and health resorts, training of employees and spa in general. The international speakers were Adrian Egger (Schletterer Wellness & Spa Design, Senior Consultant International Project Development, Austria); Kurt von Storch (European Spas Associations ESPA); Constantine Constantinides (HealthCare Cybernetics, Greece); and László Zopcsák (International Wellness Institute – Europe Wellness Education Center, Hungary).

A special spa sector was conceived in the hall of LUXURY Leisure. This part of the trade fair was intended for companies offering medical and health services such as SPA hotels, health resorts and SPA & health associations. One of the exhibitors in this area was Accor Thalassa (France).

90% of exhibitors in 2008 have already confirmed their participation in 2009. The organizers recommend making early space reservation. Special early booking prices are available for bookings made before 1 of May 2009.

MATIW 2009 will take place 22 – 25 September 2009 in IEC Crocus Expo.

For more information please visit www.otdykh-leisure.com  www.mibexpo.com  www.luxuryleisure.at