



TURISTIKA

International Investment Forum and Trade Fair
of Tourism Infrastructure TURISTIKA

www.touristika.org

TURISTIKA

23 — 25 April

Mineralnye Vody



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1 GENERAL INFORMATION

International Investment Forum and Trade Fair of Tourism Infrastructure TURISTIKA is the unique platform for tourism professionals to present new solutions for developing tourism infrastructure, demonstrate the opportunities of the field in the regions, meet new clients and partners

Russia plans to raise more than 330 billion rubles for tourism infrastructure development until 2018

Federal Target Program «Development of domestic and inbound tourism in the Russian Federation (2011-2018)»

300 *more billion. rub*



Exhibition area:
10 000 m²



Participants: over 150
companies from
30 countries



Visitors: over 10 000 people



Business Program:
More than 50 events

1

Infrastructure development in the Russian regions

2

Presenting prospective projects and raising investments

3

Search for new partners, suppliers and clients

4

Promotion of new technologies and products

5

Participation in discussions with experts from all over the world



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2

VENUE OF TURISTIKA

IEC «MinvodyEXPO»
The most advanced exhibition center
in southern Russia

Mineralnye Vody, Stavropol Region.

5 min

from the Mineralnye Vody
Airport (2,5 km)

10 min

from Mineralnye Vody
downtown (6 km)



33 000 m² of exhibition pavilion including
10 000 m² of exhibition area

15 000 m²
open air exhibition area

Parking lot for 1 300 cars



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3

TURISTIKA: PARTICIPANTS OF THE EXHIBITION

Participants are presented in the thematic sections:

INVESTMENT

- Banks
- Investment foundations
- Investment and development companies
- Management companies
- Private investment foundations
- Government investment foundations



ARCHITECTURE AND DESIGN

- Architectural firms
- Design agencies
- Landscape design agencies
- Developers of tourist navigation systems
- Architect unions and associations



CONSTRUCTION AND DEVELOPMENT

- Construction companies
- Development companies
- Engineering companies
- Project design studios
- Consulting firms



EQUIPMENT, GOODS AND SERVICES

- Manufacturers and suppliers of equipment for HoReCa (hotels, restaurants, bars, cafes and other companies of the hospitality sector)
- Manufacturers and suppliers of equipment for ski resorts
- Manufacturers and suppliers of equipment for transport companies
- Manufacturers and suppliers of museum and recreation equipment
- Suppliers of products and services of the professional cleaning and sanitation sector
- Suppliers of food products
- Service companies
- Manufacturers of medical equipment



IT SOLUTIONS

- Developers of complex security systems for tourism facilities
- Developers of software and reservation services
- Telecommunication companies



ATTRACTIVE TOURISM PROJECTS

- Investment projects for resorts and tourism areas
- Development projects for hotel and restaurant chains
- Successfully implemented projects of new tourism clusters
- Innovative projects in the tourism industry





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4 TURISTIKA: VISITORS OF THE EXHIBITION



HOTEL CHAINS



TRANSPORT
COMPANIES



RESTAURANTS
AND CAFES



TRAVEL COMPANIES
AND AGENCIES



MUSEUMS,
EXHIBITIONS,
NATIONAL PARKS



FEDERAL AND REGIONAL
AUTHORITIES IN THE
TOURISM INDUSTRY



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5 BUSINESS PROGRAM

AUDIENCE

- CEOs of Tourism Infrastructure companies
- CEOs of suppliers and service companies for the tourism market
- CEOs of investment and venture companies
- Professional unions and associations
- Federal and regional authorities
- Representatives of unions and associations
- Media



Plenary session with top state officials and international experts



International conference of hotel chains CEOs with contractors and state authorities



Round-table discussions and presentations of the companies



Federal authorities working sessions on the development of tourism infrastructure in Russia



Signing ceremonies, official negotiations



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6

INVITED TO PARTICIPATE



Alexander Khloponin

Deputy Prime Minister and
Presidential Plenipotentiary
Envoy to the North
Caucasus Federal District



Alexander Radkov

Head of the
Russia Federal
Agency for Tourism



Sergey Shpilko

President of the Russian
Union of Tourism Industry



Mark Bennett

Divisional Senior
Vice President, Emirates



Derek Picot

Regional Vice President,
Europe and North Africa,
Jumeirah Hotel Group



Kingsley Seevaratnam

Executive Vice President in
Europe, Westmont Hospitality
Group



Steven Alden

General Director,
Maybourne Hotel Group



Sean Fitzpatrick

Director of Front
Row Hospitality Ltd



Johan Lundgren

Deputy Chief Executive,
TUI Worldwide



Karim Rashid

Designer
and architect



Simon Anholt

International
expert on place branding



Diao Chunhe

Chairman of China
International
Contractors Association



Jose Acebillo Marin

Ex-chief Architect
of Barcelona, Spain



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7

PROFESSIONAL ORIENTATION PROJECT: INDUSTRY 4U



April 23 – 25, 2014:

Professional orientation route

- visit the leading companies' expositions
- take part in a quest aimed to develop entrepreneur skills

Skills training area

- explore interactive learning exhibits and professional simulators
- participate in professional competitions in tourism and hospitality industry

Youth competition of tourism and hospitality projects

- watch the presentations of individual start-up projects in tourism and hospitality industry, prepared by young entrepreneurs
- visit the Youth Competition Award Ceremony

Job fair

April 25, 2014:

Panel discussion

- visit workshops and lectures by the leading experts
- meet the top managers of major multinational companies



INDUSTRY 4U

Привлечение в профессию

*YOUNG PROFESSIONALS ARE THE KEY TO THE SERVICE
IMPROVEMENT OF THE HOSPITALITY INDUSTRY IN RUSSIA*

- 1 Communication between the key players of the world tourism infrastructure, young people and the education system



- 2 Demonstration of the companies' advantages, career opportunities for young specialists, high school and university students



- 3 Discussion of the personnel training prospects with education experts

OPERATOR – FORMIKA GROUP OF COMPANIES

FORMIKA

FORMIKA has implemented more than 15,000 projects at the top international exhibitions and events in 57 cities:



INNOPROM 2010, 2011, 2012, 2013



Global Industrial Design forum 2012, 2013



Hannover Messe 2005, 2013
(organization of Russia's participation as Partner Country)



Presentation of «EXPO-2020» in Yekaterinburg» project at the Sochi Forum 2011



EXPO 2010 (Russian Pavilion)



Infocom 2008



Cebit 2007
(organization of Russia's participation as Partner Country)



CHRISTMAS FAIR
in Yekaterinburg City



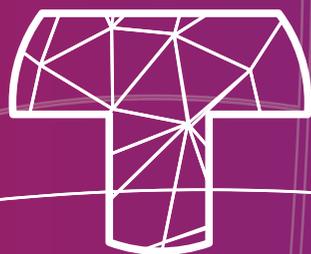
TRADE FAIR
FASHION. TRENDS. BEAUTY.

OUR PARTNERS



OUR CLIENTS





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