



3rd Russian – German Exhibition Forum

18-20 September, 2006
LENEXPO Fairgrounds in Gavan, Congress Hall, Pavilion №6, Saint-Petersburg, Russia
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Preliminary Program

“Russia - Germany: aspects of regional cooperation”

September 18, 2006: Hotel / Nikolaevskoe Palace

<i>individual schedule</i>	Arrival to Saint-Petersburg
13.00 – 15.00	Registration at the hotel
18.00 – 21.00	Get-together (Nikolaevskoe Palace)

September 19, 2006: Lenexpo fairground

09.00 – 09.30	Departure from the hotel to Lenexpo
09.30 – 10.00	Participants Registration (lobby of congress hall) Registration of participants, hand-out of congress materials. <u>Please have a copy of your pay-in slip with you!</u>
10.00 – 10.05	Forum official Opening Ceremony - Introduction Sergey Alexeev – <i>President of Russian Union of Exhibitions and Fairs, General Director of LENEXPO Exhibition Company, Russia</i>
10.05 – 10.10	Welcome Dr. Peter Neven - <i>Managing Director, Association of the German Trade Fair Industry (AUMA e. V.), Germany</i>
<u>10.10 – 11.30</u>	<u>Plenary Session :</u>
10.10 – 10.20	“Trends of Russian-German Cooperation Development in the Trade Fair Industry : experiences and perspectives” Sergey Alexeev – <i>President, Russian Union of Exhibitions and Fairs (IUEF); General Director, LENEXPO Exhibition Company, Russia</i>
10.20 – 10.30	“The 3-win-sustainable-development strategy of Messe Düsseldorf group in Russia - the chances of cross-border cooperation” Werner M. Dornscheidt – <i>CEO, Messe Düsseldorf GmbH, Germany</i>
10.30 – 10.40	„CCI activity in strengthening of business contacts with foreign partners and development of international cooperation in the trade fair industry“ Alexey Korotin – <i>Director, Trade Fair Division CCI Russian Federation</i>



10.40 – 10.50	„The Messe Frankfurt in Russia: for example the Auto + Automechanika in St. Petersburg” Stephan Kurzawski – <i>Vice President, Messe Frankfurt Exhibition GmbH, Germany</i>
10.50 – 11.00	“Russian Exhibition Market: problems and perspectives for foreign partners” Sergey Trofimov – <i>President, RESTEC Exhibition Company, Russia</i>
11.00 – 11.10	“Experiences of Munich Trade Fair Group in the Russian Exhibition Market” Nikolaus Wollmann – <i>Deputy Managing Director, IMAG GmbH, Germany</i>
11.10 – 11.20	“Trade Fairs in Russia – An important component of the export strategy of the German electrical industry” Ines Polak – <i>Manager Trade Fairs and Marketing, German Electrical and Electronic Manufacturers’ Association, Germany</i>
11.30 – 12.10	Coffee-break
12.10 – 14.30	Presentations of trade fair organizers and providers as well as regions
14.30 – 15.30	Lunch for participants (restaurant Lenexpo) – for all participants
15.30 – 17.30	Business Matching
18.00 – 21.00	Dinner
21.15	Departure to the hotel

September 20, 2006: Additional program

Individual schedule

“Restec-Tour”, the official operator of the Coordinator of the Forum offers you a special sightseeing package including an excursion to the suburbs of Saint-Petersburg and visiting the palace-and-park ensemble of Tsarskoye Selo (Catherine’s palace, Amber Room). The program may also be customised to your wishes. Please tick the appropriate box on the registration form if you wish “Restec-Tour” to get in touch with you. You may also contact Ms Vasileva Anna, Phone +7(0)812-303-98-63, email: incoming@restec.ru at “Restec-Tour” directly. The order and payment of the additional program is only made through “Restec-Tour”.
Please note: the costs for the additional program on September 20, 2006 are **not included** in the participation fee of 300,- € and will be charged separately.