

4. German-Russian Exhibition Forum

“Germany-Russia: features of two exhibition industries’ development”

12 - 14 September 2007, Messe Leipzig

Program

Wednesday, 12.09.2007

- a. m. Arrival of participants
- 16.00 h Presentation of Leipziger Messe GmbH
(Information about meeting point at a later date)
- 16.30 – 16.40 h Signing Ceremony
Cooperation Leipziger Messe GmbH/ KrasnodarEXPO Ltd.
- 16.40 – 18.30 h Visiting the fairground
- 19.00 h Dinner Reception at the Pocket-Park (fairground Leipziger Messe)
Welcome by Mr Uwe Albrecht- Mayor of the City Leipzig

Thursday, 13.09.2007

- 9.30 h – 10.00 h Registration of participants, material handout
- 10.00 – 10.15 h Welcome and Opening (**Plenary Session**)
Dr. Peter Neven, Managing Director, AUMA e. V., Berlin
Sergey Alexeev, President, RUEF; General Director, LENEXPO,
St. Petersburg
- 10.15 – 10.45 h Keynote Speech (**Plenary Session**)
Prof. Dr. Manfred Kirchgeorg,
HHL Graduate School of Management, Leipzig
- 10.45 – 11.30 h *Coffee Break*
- 11.30 – 13.00 h **Workshop I/ Round Table I** (Topics and speakers see page 2)
- 13.00 – 14.30 h *Lunch*
- 14.30 – 16.00 h **Workshop II/ Round Table II** (Topics and speakers see page 2)
- 16.00 – 17.30 h Business Matching
- 19.00 h Get-together: Restaurant and brewery “Bayerischer Bahnhof”

Friday, 14.09.2007

- mornings **Visitors program** - Cotton-spinning mill and city-tour Leipzig
(Detailed information see page 3)

Workshop I: Germany: a federal trade fair country – Russia: getting there?

Co-Moderators: *Dr. Peter Neven, AUMA e. V., Berlin*
Sergey P. Alexeev, RUEF, St. Petersburg

Statement Germany: Andrej Gross, Deutsche Messe AG, Hannover

*Statement Russia: Serguei Trofimov, RESTEC Exhibition Company,
St. Petersburg*

Round Table I: Trade fair visa

*Co-Moderator / Statement Germany: Silvia Bauermeister, Legal Affairs,
AUMA e. V., Berlin*

*Co-Moderator / Statement Russia: Ekaterina Tarasova, RESTEC International,
St. Petersburg*

Workshop II: Educational opportunities for exhibition management

Moderator: *Dr. Peter Neven, AUMA e. V.*

Statement Germany: Dr. Rowena Arzt, Koelnmesse GmbH, Cologne

Statement Russia: Natalia Isakova, EXPA Foundation / RIA Proexpo, Moscow

Round Table II: Visitors marketing

Moderator: *Sergey P. Alexeev, RUEF, St. Petersburg*

Statement Germany: Silvana Kürschner, Leipziger Messe GmbH, Leipzig

Statement Russia: Oxana Kuts, Expocentr, Moscow
Irina Kuryshcheva, Sofit-Expo, Saratov
Olga Lashkul, Lenexpo JSC, St. Petersburg

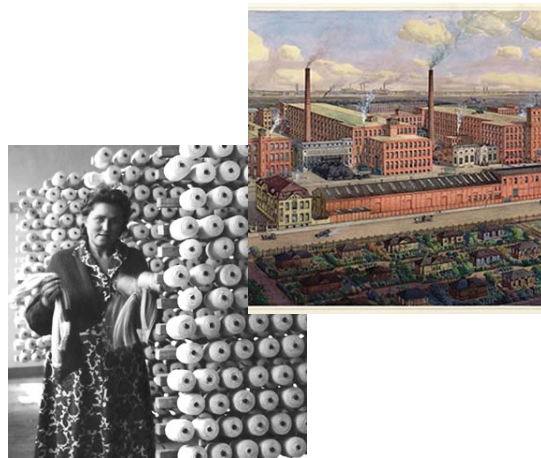
Visitors Program

The coordinator of the forum offers you a special sightseeing package **on Sept. 14, 2007** including a sightseeing tour through the city of Leipzig incl. a visit of the famous **SPINNEREI**.

From cotton to culture - once production area now creative environment.

The cotton-spinning mill in Leipzig was founded in June 1884. Today, art production, art presentation and art trade have become the main focus at the cotton mill. More than **80 professional artists** from the area of fine arts alone work on the compound. **7 commercial galleries** present art from Leipzig and from all over the world.

See also: <http://www.spinnerei.de>.



Please note, that the costs for the Visitors Program are not included in the participation fee of € 300,00 and will be charged separately. **The costs for the Visitors Program will not exceed € 20,00**, but depends on the number of participants.