





## LADIES AND GENTLEMEN!

The Samara region is one of the major industrial regions across Russia Federation. It holds the leading positions in the country in terms of passenger vehicles manufacturing, production of synthetic ammonia, linoleum, synthetic resins and plastics, as well as production and initial processing of petroleum. The significant part of the region's economy is centered around its aerospace cluster with its related industries. Furthermore, thanks to its unique geographical position the region has the highest transit potential in the country.

Today a very favorable investment climate has been formed in Samara region with a modern legal framework to support investment activities. The region prides itself on having all known forms of state support for investors. Such as the institute of public curatorship project, Samara region development corporation, which in turn, allows for creation of the most ambitious and large-scale projects, for instance a project of special economic zone of industrial-production type "Togliatti" and High-Tech Technopark in Togliatti: "Zhiguli Valley Technopark" and others.

Moreover, we intend to continue working to improve the business environment in our region. This includes a gradual removal of administrative barriers, the radical reduction in the time of conciliatory procedures, further encouragement of public-private partnership, granting of regional and municipal benefits and preferences. Presentational and exhibition activities play an important role and ensure comfortable conditions for business development. Specialized exhibitions which are held in the region, allow us to demonstrate the latest achievements of different industries, promote the establishment of innovative market and fostering of business ties. In this context, we welcome the work of the Russian Union of Exhibitions and Fairs and "Expo-Volga" whose work helps to promote competitiveness of Russian and Samara's organizations.

Governor of Samara region

A stylized, handwritten signature in black ink, consisting of several overlapping loops and strokes.

Vladimir Artyakov

# THE SAMARA REGION - HEART OF RUSSIA



The Samara region is located in central part of Russia, a thousand kilometers away from Moscow, in the middle flow of the Volga River.

The Samara region is one of the top five regions in the Privolzhsky Federal District in terms of industrial production, foreign trade figures and foreign investment.

Samara region occupies the third position in the rating of Russian regions on the integrated assessment of socio-economic development of Russian regions, the second place on the final rating of investment attractiveness, the first place in the Privolzhsky Federal District on per capita income and retail trade turnover.

**Area - 53,6 km<sup>2</sup>**  
(5.2% of Privolzhsky Federal District area;  
03% of Russian Federation area)

**Population - 3179 thousand people**  
(10.5% of Privolzhsky Federal District  
population; 2.2% of the Russia population)

**Urban population - 80.4%**  
(70.2% in Privolzhsky Federal District,  
73% in Russian Federation)

**Population density-**  
**59,3 people per 1 km<sup>2</sup>**

10 urban districts

27 municipal districts

470 large and medium-sized enterprises

3,5 thousand small businesses

## INVESTMENT POTENTIAL OF THE REGION



The Samara region is one of the most rapidly developing regions in Russia. The main advantages of the region are: advantageous transport-geographical location, diversified economic structure, high research and innovation capabilities, advanced telecommunications, well developed financial and social infrastructures.



The administration of Samara region is credited with carrying out the politics of creating a comfortable investment environment. Regional investment laws guarantee equal rights to all investors, facilitate the elimination of administrative barriers and establishment of a favorable tax regime and incentives.

The creation of a special economic zone of industrial-production type and Technology Park in Togliatti promotes the territorial concentration of financial, material and intellectual resources in the region, dedicates to further growth of car manufacturing and transportation sector, as well as the creation of new competitive industries.



### MAIN CLUSTERS OF THE SAMARA REGION

- Automotive
- Transport and logistics
- Petrochemical
- Aerospace
- Tourism/Recreation
- Agro-industrial
- Innovation



## SAMARA-GLORIOUS CITY

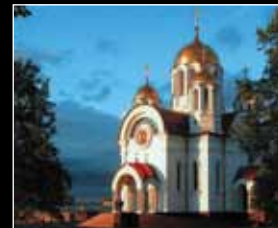
Samara city is the center of Samara region and is one of the leaders of Russian national economy.

The city has a favorable geographical position and the largest transportation system in the Privolzhsky Federal District. It is located at the intersection of international transport corridor "North-South" and "West-East" and provides transport links of federal and regional significance in all directions.

Samara is a major industrial center of Russia. Favorable business climate, significant research and production capacity, a well developed infrastructure and high professional level of personnel all this ensure a dynamic innovative development of Samara.

The industry of urban district is diversified and is characterized by the presence of established clusters. The main industries in terms of production volumes and employment are: machine-building industry (manufacturing of electrical machinery, electrical and optical equipment, manufacturing of transportation vehicles and equipment, as well as other machinery and equipment), production and distribution of electric power, metallurgical production, food processing, petroleum refining.

- Area - 541.4 km<sup>2</sup>
- Population 1.165 million people
- Population density 2437 people / km<sup>2</sup>
- 9 administrative districts
- 189 large and medium industrial enterprises
- 640 small businesses





## DEAR FRIENDS!

In 2011, exhibition company “Expo-Volga” has celebrated its 25th anniversary!

In a quarter of the century “Expo-Volga” from a small company with two employees has grown into a strong exhibition brand, which became a trademark of our region.

For such long and, at the same time, short period, our company passed through all the stages of the new Russian economy: the company was one of the first Russian companies that mastered the self-financing and shareholding, entered the foreign markets, experienced two general economic crisis, periods of recession, prosperity and reforms.

Why has our company grown so rapidly and continues to develop? The reason for such success is that organization of exhibitions is an essential tool for the formation and development of virtually any business, and we were one of the first regional companies in our country that realized the significance of this service for the economic development of our region.

We are proud that our work enables us to participate in the promotion of Samara region internationally, represent Samara business as quality product with great potential, and attract new investors and partners to the region.

During 25 years “Expo-Volga” organized hundreds of exhibitions, forums, congresses, and found many friends and partners. We are proud to cooperate with them.

I want to express thanks to everyone who brought their personal contribution to the development of “Expo-Volga”, created and continue to create this useful, serious and at the same time, incredibly creative product - exhibitions!

Best regards,  
General Director  
of “Expo-Volga”

A handwritten signature in black ink, appearing to read 'A. Levitan', written in a cursive style.

Andrey Levitan

LET'S GET ACQUAINTED!

## COMPANY MISSION

*"We professionally organize comfortable business communication for developing markets of Samara region by providing high-tech exhibition-congresses and information products".*

### COMPANY VALUES:

Professionalism  
Individual approach to each client  
Competence  
Technological effectiveness  
Reliability  
Creativity



## ABOUT COMPANY

“Expo-Volga” is the largest exhibitions operator in Samara region. It’s a company with 25 years of experience in organization of regional and international exhibitions, congresses, conferences and symposiums.

The exhibition themes of “Expo-Volga” cover all major and most competitive clusters of Samara region: automotive, petrochemical and aerospace, as well as, future oriented topics in the field of innovation, transportation and logistics, medical and constructional technologies.

Specializing in exhibition projects «business to business», the company works closely with the regional government, Chamber of Commerce and Industry of Russian Federation, Russian and foreign industry associations and provides unique platform for interaction between business and government representatives.

Cooperation with leading state universities of the region facilitate the organization of scientific conferences, round tables and workshops for professionals on the most pressing issues of any given industry.

In 1995 “Expo-Volga” became a member of the Russian Union of Exhibitions and Fairs. Such exhibition as “Building Industry”, “Samara Auto Show,” “Power Engineering”, “Industrial Show” were given a sign of Russian Union of Exhibitions and Fairs. In 1999 “Expo-Volga” was awarded “Arch of Europe for Excellence and Quality” for professional achievements.

The main driving force of the company is its team. The specialists of “Expo-Volga” are characterized by high professionalism, creative thinking and individual approach to each client.

“Expo-Volga” organizes important regional and international events, which are visited annually by more than one hundred thousand inhabitants and guests of Samara.

EXPO-VOLGA – business crossroads!



**Volzhskaya  
Kommuna,  
newspaper**



**RBC  
Samara,  
TV channel**



**63.ru**



**DHL**



**“Holiday Inn  
Samara”,  
hotel**



**“Shef Catering”,  
guest  
restaurant**



Our  
partners:



## TECHNICAL CAPABILITIES OF THE EXHIBITION CENTER

“Expo-Volga” has a well developed infrastructure and extensive technical capabilities which makes it possible to effectively carry out a variety of business events on international level.

The exhibition center consists of two exhibition halls (4500 m<sup>2</sup> and 1000 m<sup>2</sup>) with three conference halls and a capacity of up to 4,000 people.

Reinforced floor provides our clients with a possibility to demonstrate large-size exhibits: machine tools, industrial equipment. The height of ceilings and open-plan space can implement any ideas in the stand design.

Total area -9600 m<sup>2</sup>

Exhibition halls-5500 m<sup>2</sup>

Open air space -3170 m<sup>2</sup>

### TECHNICAL OPPORTUNITIES OF THE EXHIBITION CENTER:

- 4500 m<sup>2</sup> exhibition hall with a capacity up to 4,000 people,
- 1000 m<sup>2</sup> mobile exhibition hall,
- 3 fixed conference hall for 100, 60 and 30 people,
- mobile congress halls by any configuration up to 2,000 people,
- opportunity to set structures up to 8 m,
- a cafe and organization of banquets, coffee breaks,
- solid flooring,
- opportunity to use any special effects,
- crane, a ramp for the disabled, lift,
- structured cabling network, Wi-Fi,
- connection of water and compressed air at any point in the hall,
- power electricity up to 130 kW.





RUSSIA

MEMBER OF  
RUSSIAN UNION  
OF EXHIBITIONS  
AND FAIRSTHE ARCH OF EUROPE  
GOLD STAR AWARD  
FOR QUALITY

## HISTORY AND DEVELOPMENT OF "EXPO-VOLGA"

**1986**

Chairman of the Kuibyshev region executive committee signed a decree on the establishment of the Regional Coordination Centre for the development of consumer goods. During the year, the first 1000 m<sup>2</sup> exhibition complex was built.

**1987**

The center became the first company in the region, earned by self-financing. In this year the first major exhibition exposition of the Centre introducing consumer goods was created.

**1989**

The first national exposition of the Kuibyshev region was organized and presented in Plovdiv, Bulgaria. Exhibition area is 1300 m<sup>2</sup>.

**1992**

The first commercial exhibition of the centre is organized – regional trade fair "AGRO-CONVERSION".

**1993**

The first collective exposition of the Samara region at International Aviation and Space Salon MAKS, Moscow. The center is transformed into "Expo-Volga", CJSC.

**1994**

The birth of large industrial projects such as: "Power Engineering" and "Building Industry".

"Expo-Volga" organizes the collective stand of the enterprises of Samara region at the international exhibition CEETEX (London, England).

**1995**

"Expo-Volga" becomes a member of the International Union of Exhibitions and Fairs.

Samara region was presented at industrial exhibition in Salzburg, Austria by "Expo-Volga".

**1996**

"Expo-Volga" organizes a presentation of Samara region at the universal exhibition "High Technologies of Russia" (Rome, Italy).

**1997**

"Expo-Volga" organized an international trade-fair of investment projects. Poznan, Poland.

**1998**

Participation in an exhibition in Beijing, China. Beginning of cooperation with China.

**1999**

The company was awarded "Arch of Europe for Excellence and Quality" by the international organization Business Initiative Direction.

**2002**

"Expo-Volga" opens the first specialized exhibition complex in Samara region. In downtown area of Samara, at Michurina's str. The total area is 7000m<sup>2</sup>

**2003**

"Building Industry" and "Samara Auto Show" were given a Sign of Russian Union of Exhibitions and Fairs and awarded the status of international exhibitions.

**2004**

"Power Engineering" for high level of organization, quality of participants and visitors was awarded a Sign of International Union of Exhibitions and Fairs.

**2005**

"Industrial Show" was awarded a Sign of the International Union of Exhibitions and Fairs.

**2008**

"Expo-Volga" has expanded its exhibition space by 1000 m<sup>2</sup>. New exhibition hall "B" is erected.

**2009**

"Samara Aerospace Forum" is initiated. Unique project of federal significance has started its work.

The first project "Orthodox Russia" brought together more than 20 thousand visitors

**2010**

The first project "Parent's Meeting" brought together more than 80 thousand visitors

"Expo-Volga" organizes the first Orthodox exhibition in Togliatti

**2011**

"Expo-Volga" celebrates its 25th anniversary. For the first time a general meeting members of Russian Union of Exhibitions and Fairs and Russian Union of Industrialists and Entrepreneurs held in Samara in honor of the anniversary of "Expo-Volga".

Expo-Volga becomes a cofounder of Russian-Swiss industrial business club

WE ARE PROUD OF OUR ACHIVMENTS!



The organizational level of exhibitions and other events made a significant contribution to the formation of a positive image of Samara region, our introduction of the latest exhibition technologies has earned us numerous diplomas and awards.





**ЭНЕРГЕТИКА**

## INTERNATIONAL SPECIALIZED EXHIBITION-FORUM "POWER ENGINEERING"

Is the only industry-based exhibition project in Volga region that has been gathering the leaders of the power engineering industry from Russia and abroad over the past 17 years.

Exhibition area - 2091 m<sup>2</sup>  
Number of participants - 200  
Number of visitors - 5,300 specialist

Exhibition-Forum "Power Engineering" is a platform to: demonstrate the latest equipment and technologies; establish new business contacts; assists the integration of business, government and academia.

The exhibition is designed to promote cooperation among companies in the energy complex, help further development of power engineering in Volga region and overall economy of Russia.



### PARTICIPANTS' FEEDBACK

**Boris Idris,  
Electro-Profi-C, Samara:**

We have been participating regularly in the exhibition since 2004. This is the only industry-based trade show in the region, and we are constantly engaged in it as we are major players of electro technical market. If you want to single out your company it is recommended to decorate your exhibition booth with appropriate logo and instruct your employees to be active so that the company will be remembered by the visitors. In my opinion exhibition is a very effective marketing tool.

### OFFICIAL SUPPORT:

The Government of Samara region  
Ministry of Industry, Energy and Technology of Samara Region  
Samara City Administration  
Chamber of Commerce and Industry of the Russian Federation  
Innovation and Investment Fund of Samara Region

[www.promsalon.ru](http://www.promsalon.ru)

## INTERNATIONAL SPECIALIZED EXHIBITION “INDUSTRIAL SHOW”

“Industrial Show” and innovation-industrial forum is a multi-industrial exhibition project, which has been running for the past 10 years.

**Exhibition area - 2181m<sup>2</sup>**

**Number of participants - 140**

**Number of visitors - 5,000 specialists**

“Industrial Show” presents achievements in the field of industrial equipment, technological advances and innovative projects.

The aim of the project is to strengthen international and interregional business ties, attract investments into industrial sector of the region, exchange scientific and technical expertise and promote the growth of the industrial complex of Russia.



### PARTICIPANTS' FEEDBACK

**Johann Stangl,  
Stangl & Co.  
Prazisionstechnik  
GmbH, Germany:**

I have a very positive impression from the exhibition. Our representatives were approached by competent and quality visitors, who asked detailed questions and this indicated the great interest towards our products. This was really our target audience. I am sure that when I return to Germany I will pick up on the contacts initiated at this exhibition.



### OFFICIAL SUPPORT:

Government of Samara Region  
Ministry of Industry, Energy and Technology of Samara Region  
Samara City Administration  
Union of Machinebuilders of Russia  
Russian Association “Stankoinstrument”  
Association of Aero Engines Manufactures  
Innovation and Investment Fund of Samara Region



Стройиндустрия

## INTERNATIONAL EXHIBITION “BUILDING INDUSTRY”

“Building Industry” is one of the oldest and most prestigious projects organized by “Expo-Volga” which has been running for 17 consecutive years.

**Exhibition area - 2012 m<sup>2</sup>**  
**Number of participants - 180**  
**Number of visitors - 5,000 specialists**

The project showcases the latest developments in the field of modern building materials, architectural and engineering designs, as well as building machinery.

Combining the key players of the building market of the Samara region, “Building Industry” helps to build strong partnerships and helps to further develop the business of companies-participants.



### PARTICIPANTS’ FEEDBACK

**Sergey Syroev,  
DoorHan,  
Samara:**

Exhibition “Building Industry” continues to grow with every passing year, but two things that remain unchanged are high level of organization and qualitative make-up of the visitors. Annual participation in this event is a must for our company and helps us to enhance our positive image in the region.

### OFFICIAL SUPPORT:

The Government of Samara region  
 The Ministry of Construction of Samara region  
 Samara City Administration  
 Samara’s Guild of Builders  
 Volga Region Guild of Real Estate Brokers  
 Samara State Architectural and Construction University  
 Samara Regional Public Organization of the Union of Russian Architects

[www.avtoindustry.ru](http://www.avtoindustry.ru)

## SPECIALIZED EXHIBITION-FORUM “AUTOINDUSTRY”

«AUTOINDUSTRY» is a specialized exhibition of auto components, spare parts, equipment for car maintenance and servicing.

Exhibition area – 1100 m<sup>2</sup>

Number of participants – 70

Number of visitors – 3 000 specialists

Specialized exhibition «AUTOINDUSTRY» is an important event in the aftermarket field which gives its participants an opportunity to:

- To gather in one place and lay a solid foundation for long-term cooperation with the representatives of Russian and foreign suppliers of auto components, equipment, technology, logistics, engineering and consulting companies.
- To carry out negotiations between foreign and local companies with the aim of attracting investment and creation of joint-ventures for auto components producing companies.
- To find new clients and partners, as well as maintain current distribution channels.
- Enhance the company image and brand awareness.



### PARTICIPANTS' FEEDBACK

**Robert Schochenmeier,**  
**RAZIOL Zibulla & Sohn**  
**GmbH, Germany:**

We've chosen this exhibition because we are interested specifically in Samara region. We have formed a very positive opinion from previous events organized by Expo-Volga. Their events are always visited by a lot of professional visitors that ask detailed questions and this shows great interest towards exhibited products



### SUPPORT:

The Government of Samara region  
The Ministry of Economical Development, Investment and Trade of Samara Region  
The Ministry of Industry and Technology of Samara region  
Administration of Samara  
Analytical Agency «AVTOSTAT»  
NP «Samara Automotive Supplier's Cluster»  
Russian Automotive Market Research



Нефтедобыча.  
Нефтепереработка.  
Химия

## INTERNATIONAL SPECIALIZED EXHIBITION “OIL EXTRACTION. OIL PROCESSING. CHEMISTRY”

For the past consecutive five years the specialized international exhibition “OIL EXTRACTION. OIL PROCESSING. CHEMISTRY” has been taking place in Samara. This is the only regional congress and exhibition event dedicated to the petroleum and petrochemical industries.

Exhibition area - 1060 m<sup>2</sup>  
Number of participants - 120  
Number of visitors - 5,000 specialists

The project “OIL EXTRACTION. OIL PROCESSING. CHEMISTRY” is especially relevant for Samara region where one of the key clusters is a petrochemical one. The exhibition presents to its visitors advanced technologies of the industry, promotes networking and attracts additional investments to the region.



### PARTICIPANTS' FEEDBACK

**Elena Bachurina,  
Samaraneftegaz,  
Samara:**

Wonderful exhibition! All of our leading experts and leaders participated in it. We were able to assess qualitative visitors. There were geologists, senior engineers and managers. We met our partners, participated in business events in warm atmosphere of the evening reception. We value individual approach of company “Expo-Volga.”

### OFFICIAL SUPPORT:

The Government of the Samara Region  
Ministry of Industry, Energy and Technology of Samara Region  
Ministry of Natural Resources, Forestry and Environmental Protection of the Samara Region  
Chamber of Commerce and Industry of the Russian Federation  
Agency of Mineral Resources of the Samara Region (SAMARANEDRA)  
Samara State Technical University



## SAMARA AEROSPACE FORUM

Samara Aerospace Forum – is international congress-exhibition project, which gathers under one roof professionals from aerospace industry and high-tech industry, consumers from the industry and business, investors, the representatives of federal and regional governments, scientific and educational institutions, foreign participants and guests.

**Exhibition area – 1072 m<sup>2</sup>**

**Number of participants – 80**

**Number of Visitors – 3000 specialists**

Samara Aerospace Forum promotes unification of scientific and industrial potential, implementation of promising innovative projects and further development of aerospace industry



**САМАРСКИЙ  
АВИАЦИОННО-  
КОСМИЧЕСКИЙ  
ФОРУМ**



### PARTICIPANTS' FEEDBACK

**Alexander Kirilin  
CSKB Progress,  
Samara:**

Today from Samara, as one of the centers of aircraft and aerospace industry, is expected new technological and innovative developments, which could find their application in the industry. Therefore, it is not accidental that Samara has been chosen to carry out such event as Aerospace Forum. The importance of this forum is immense, as it allows evaluating the innovative potential of companies in Samara, as well as potential international partners.



### OFFICIAL SUPPORT:

The Government of Samara Region  
Chamber of Commerce and Industry of the Russian Federation  
Samara City Administration  
Association of Aero Engines Manufacturers  
Samara State Aerospace University  
ОПК ОБОРОНПРОМ



## ДЕНТАЛ-ЭКСПО САМАРА



# INTERREGIONAL SPECIALIZED EXHIBITION-FORUM "DENTAL-EXPO. SAMARA"

Specialized exhibition «Dental-Expo. Samara» – is the only forum in the region dedicated to the subject of dentistry, which for the past 14 years has been furthering the development of modern techniques in the field of dentistry as well as consolidation and experience exchange between the leading specialists.

Exhibition area – 1448 m<sup>2</sup>  
 Number of participants – 100  
 Number of visitors – 3200 specialists

«Dental-Expo. Samara» – has a rich business program, which includes workshops, seminars and master classes chaired by leading, world renown professionals. The organizers of the forum are Moscow exhibition company «Dental-Expo» and exhibition company «Expo-Volga».



### PARTICIPANTS' FEEDBACK

**Eugene Hofstein,  
 Geosoft,  
 Moscow:**

«Dental-Expo. Samara» has always been considered as one of the best exhibitions of its type in Russia. Organization of the event is very good and we plan to participate in the exhibition next year as well

### OFFICIAL SUPPORT:

The Ministry of Healthcare and Social development of Samara region  
 Samara City Administration  
 Samara State Medical University  
 Dentists' Association of Russia  
 Association of Russian Trade and Industry Dentist Companies  
 Dentistry Association of Samara Region

[www.komautotrans.ru](http://www.komautotrans.ru)

## INTERREGIONAL SPECIALIZED EXHIBITION “COMAUTOTRANS”

Exhibition «ComAutoTrans» - is the event that gathers in one place the manufacturers and suppliers of commercial vehicles, equipment and related services.

Exhibition area – 2009 m<sup>2</sup>

Number of participants – 60

Number of participants – 2000 specialists

Traditionally the exhibition takes place on Kuibyshev Square. The exhibition presents a wide selection of equipment and various constructional, municipal, road construction and specialized vehicles, equipment and auto components.

The forum of Transport & Logistics takes place in the framework of the exhibition and accompanied by such events as topical conferences, seminars and round tables that are chaired by the representatives of regional and city administration, CEOs of companies and industry specialists.



**КомАвтоТранс**

### PARTICIPANTS' FEEDBACK

**Alexander Troshenkov,  
Solek Avto,  
Samara:**

The event is well organized and it shows that the industry is recovering. We hope that the organizer will continue organizing this event in the future



**OFFICIAL SUPPORT:**

Samara City Administration

**шарм  
profi**

## SPECIALIZED INTERREGIONAL EXHIBITION “CHARM-PROFI”

One of the most glamorous and colorful projects organized by «Expo-Volga»

Exhibition area – 833 m<sup>2</sup>

Number of participants – 90

Number of participants – 5000 specialists

For the past seven years «Charm-Profi» became one of the leading trend setting events in fashion industry in Samara region. Hundreds of participants from across Russia and abroad gather at the exhibition centre Expo-Volga to show case the novelties in the field of cosmetology, esthetic medicine hair making art and nail industry.

Traditionally «Charm-Profi» is accompanied by interesting business program for the specialists, managers and CEOs involved into fashion industry as well as individual consumers.



### PARTICIPANTS' FEEDBACK

**Galina Zelenova,  
OleHouse,  
Moscow:**

Our company has been a regular participant of «Charm-Profi» in Samara. We began cooperation in 2005 and since then the exhibition became not only more popular but also a more meaningful event for Volga region as well as other regions in Russia.

### OFFICIAL SUPPORT:

Samara City Administration

[www.vashkottadge.ru](http://www.vashkottadge.ru)

## **SPECIALIZED INTERREGIONAL EXHIBITION “YOUR COTTAGE”**

«You Cottage» - is a complex approach to design, construction and interior design of cottages, country houses and making of comfortable living environment.

**Exhibition area – 1012 m<sup>2</sup>**

**Number of participants – 120**

**Number of participants – 5500 specialists**

Over three years of its existence the event became popular and in demand among participants and visitors. The participants have an opportunity to demonstrate their products and services find reliable partners and new customers.

Visitors are given an opportunity to find out about most up-to-date constructional techniques and materials.



### **PARTICIPANTS' FEEDBACK**

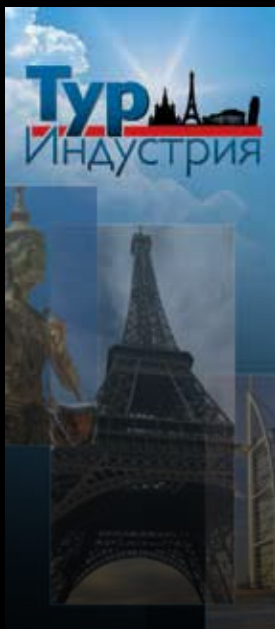
**Tamara Sheldaisova,  
GK Teplokom,  
Samara:**

The exhibition is excellent and it paid off well for us. At the exhibition we concluded a number of major contracts, because most of the people that attend this event, come here with the thought of building their cottage.



### **OFFICIAL SUPPORT:**

The Ministry of Construction of Samara region  
Samara City Administration  
Chamber of Commerce and Industry of Samara region



## SPECIALIZED INTERREGIONAL EXHIBITION "TOURINDUSTRY"

"TOURINDUSTRY" is a unique project for promotion of tourism oriented products of Samara region, which combines b2b and b2c format.

Participation in the exhibition promotes effective business communication, gives an opportunity to have an open dialogue with the representatives of the administration and outline the possible ways of further development of tourism oriented market.

The agenda of the exhibition aimed at discussion of topical issues of tourism industry with the aim to tackle these issues in the future.

Exhibition area – 430 m<sup>2</sup>  
 Number of participants – 58  
 Number of visitors – 1514



**OFFICIAL SUPPORT:**  
 Samara City Administration

### PARTICIPANTS' FEEDBACK

**Alena Abzalimova,**  
 head of customer's  
 service international  
 department,  
 "Samaraintur",  
 Samara:

Overall the exhibition is well organized, we liked everything. The agenda of the exhibition and recreational parts are also very good. Here we wanted to promote the image of our company, to let customers know about our New Year's programs, charter flights, to talk to our partners, agents and customers. At the exhibition we

# SPECIALIZED INTERNATIONAL JEWELLERY EXHIBITION “SAMARA’S PERL”

**САМАРСКАЯ  
ЖЕМЧУЖИНА**

“Samara’s Perl” is a much-anticipated event of jewelry industry, which presents to its visitors different collections of precious stones and metals. The popularity and the scale of this exhibition grow from year to year. The event annually gathers the largest players of jewellery industry, large international companies as well as private jewelers with their exclusive collections. Furthermore, there are various prize draws that take place at each exhibition with prizes provided by participating companies.

The exhibition has the support of major jewellery organizations: Guild of Russian Jewelers, world known jewellery school of Sharonovyh.

**Exhibition area – 729 m<sup>2</sup>**  
**Number of participants – 150**  
**Number of visitors – 8000**

## PARTICIPANTS’ FEEDBACK

**Olga, the representative  
of “Sahauvilir” Yakutsk:**

At the exhibition we presented primarily diamonds because it is our specifics. We have diamond lapidary plant. This exhibition as compared to other regional events of its kind, for example Volgograd one, is of a higher level. The organization is excellent including the prize draw which attracts even more visitors. The visitors don’t just walk around the exhibition but actively participating in the program. Here we see our regular customers that come to us every year. They are already waiting for us, make orders and take something new. I like this exhibition and I think we will come here next year.



**OFFICIAL SUPPORT:**  
Samara City Administration





ПРАВОСЛАВНАЯ  
РУСЬ



## INTERREGIONAL EXHIBITION “ORTHODOX RUSSIA”

The event is part of the liturgical-social exhibition-forum «Orthodox Russia», which with the blessing of Holy Patriarch of Moscow and All Russia Kirill is held in Moscow, St-Petersburg, Velikiy-Novgorod and other cities across Russia.

Exhibition area – 1316 m<sup>2</sup>  
Number of participants – 180  
Number of visitors – 30 000

The exhibition is held with the blessing of Holy Sergey, Archbishop of Samara and Syzran. It is organized by: EC «Expo-Volga», eparchy of Samara, exhibition union «RESTEK» St-Petersburg.

The aim of the exhibition is to join the efforts of Russian Orthodox Church, civil governments and society in order to preserve and help further development of traditional spiritual values of national culture, art and virtue.

Furthermore, the exhibition has the aim of helping to find helping personnel and donors for temples and churches.

### PARTICIPANTS' FEEDBACK

**Elena Kozenkova,**  
filmmaker,  
Moscow:

Every time when we come to Samara, we see that the exhibition develops, we see more and more participants and visitors. The organizers always bring something new to each exhibition.



#### OFFICIAL SUPPORT:

Government of Samara Region  
Samara City Administration  
Samara's Eparchy



[www.fishexpo-volga.ru](http://www.fishexpo-volga.ru)

## INTERREGIONAL EXHIBITION-SHOW “FISHING, HUNTING AND OUTDOOR ACTIVITIES ON THE VOLGA”

The event is the annual meeting place for fishermen, hunters and tourists of Samara region, a true celebration of male's passions.

Exhibition area – 1520 m<sup>2</sup>  
Number of participants – 80  
Number of visitors – 900

For the past eight years more than 80 participants from different Russian regions in anticipation of spring-summer season bring to Samara various equipment for fishing, hunting, tourism and other outdoor activities. Furthermore, various vintage hunting weapons are also exhibited at the event.

### PARTICIPANTS' FEEDBACK

Yuri  
Zaslavskiy,  
Serebreniy  
Ruchey,  
Moscow:

Every year  
We have been  
Coming to  
This exhibition and  
we can say with  
absolute certainty  
that the event gets  
better with every  
year. This can be seen  
from bigger number.



### OFFICIAL SUPPORT:

Department of Hunting and Fishery of Samara Region  
Samara City Administration  
Samara Regional Hunters-Fishermen Union



**РЫБАЛКА,  
ОХОТА  
И АКТИВНЫЙ  
ОТДЫХ НА  
ВОЛГЕ**



ШАРМ

## INTERREGIONAL EXHIBITION "CHARM"

Exhibition «Charm» - is a true celebration of spring and beauty, which for the past 14 years brings joy to Samara's women

Exhibition area – 729 m<sup>2</sup>  
 Number of participants – 150  
 Number of visitors – 8000

Decorative and medicinal cosmetics, perfumes, nail services and accessories, beauty salons, SPA-cosmetics, fitness services, healthy nourishment, designers' clothes, imitation jewelry these all could be found at «Charm» exhibition.

Furthermore, «Charm» is always accompanied by colorful show-programs with various celebrities, fashion shows, consultations by professionals in beauty industry, master-classes and workshops.



### PARTICIPANTS' FEEDBACK

**Ales Loginov,**  
 SPA-cosmetic,  
 Samara:

This is not the first time we participate in the exhibition. We see that it is well organized and is attended by many visitors. This event helps us to attract retail and wholesale clients.

**OFFICIAL SUPPORT:**  
 Samara City Administration

[www.svadba-expo.ru](http://www.svadba-expo.ru)

## **INTERREGIONAL EXHIBITION “WEDDING OF YOUR DREAM”**

Exhibition «Wedding of Your Dream» is the parade of wedding dresses, accessories and services which has been attracting a great number of visitors for the past three years.

**Exhibition area – 729 m<sup>2</sup>**

**Number of participants – 150**

**Number of visitors – 8000**

The project presents to the future newly-weds everything that is needed to make the wedding day an event to remember: gala agencies, wedding dresses, presents, photographer services, florist salons, restaurants, tourist agencies and much more.

«Wedding of Your Dream» - is accompanied by eventful show-program: «Bride of the Year» award, various other contests, exhibition of wedding dresses, haircuts and flower compositions.



### **PARTICIPANTS' FEEDBACK**

**Oleg Baburov,  
Zlata,  
Samara:**

I am thrilled about «Wedding of your Dream» and this is my second participation in the event. Every time organizers find something new with which to pleasantly surprise their participants and visitors.



### **OFFICIAL SUPPORT:**

Civil Statues Division of Samara Region  
Samara City Administration



INTERIORROOM

## INTERREGIONAL EXHIBITION WITH INTERNATIONAL PARTICIPATION “INTERIORROOM”

The exhibition of interior design «InterioRoom» for the four consecutive years has been attracting professional designers and architects, architecture and interior design students as well as all others who renews their interior design and involved in home repairs.

**Exhibition area – 826 m<sup>2</sup>**

**Number of participants – 90**

**Number of visitors – 5000**

The event showcases unique collection of interior design solution, colorful design projects, stylish interior decorations and exclusive furniture.



### PARTICIPANTS' FEEDBACK

**Nina Marchenko,  
Beliy Yasen,  
Togliatti:**

Participation in this type of events is important for us. Participation in this exhibition was very effective for us: we've established new contacts, promoted our brand in Samara and found new partners.

### OFFICIAL SUPPORT:

The Ministry of Construction of Samara Region  
Samara Regional Social Organization the Union of Architects of Russia  
Regional Organization Designers' Union of Russia  
Association of Furniture Companies and Woodworking Industry of Russia

[www.dachaexpo.ru](http://www.dachaexpo.ru)

## INTERREGIONAL TRADE-FAIR “SUMMER SEASON”

The trade fairs of garden thematic that take place twice a year (spring and autumn) are especially popular among Samara’s public.

**Exhibition area – 700 m<sup>2</sup>**

**Number of participants – 120**

**Number of visitors – 10 000**

The trade fair «Summer Season» boasts a wide range of vegetable and flower sprouts, seeds, plants, fertilizers, means for plants protection, gardening equipment, tools and greenhouses. The customers can purchase at the exhibition the goods from reliable producers from across Samara region.



### PARTICIPANTS’ FEEDBACK

**Dmitriy Letyagin,  
Sad-Master,  
Samara:**

The trade fair is excellent, it was well advertised in journals, magazines and other media. The advertisement campaign always begins well in advance therefore, the trade fair is attended by many visitors.



### OFFICIAL SUPPORT:

Samara City Administration  
Samara R&D center Zhigulevskie Gardens

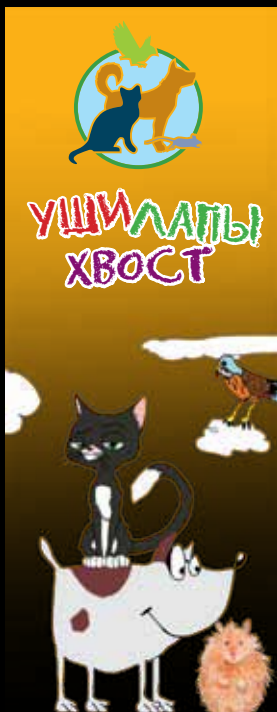
## PETS FAIR “EARS PAWS TAIL”

This new project has already won hearts of many, especially it is loved by children. At the exhibition visitors can see, pet and buy various animals: beginning with pets and ending with exotic animals.

Exhibition area – 872 m<sup>2</sup>  
Number of participants – 40  
Number of visitors – 15 000

Also, at the exhibition are presented a variety of modern animal-care goods and services: foodstuffs, vitamins, hygiene goods, accessories, toys, veterinarian services and beauty salons for animals.

«Years Paws Tail» - is an exhibition of cats, dogs, decorative rats, show-rings, different contests, consultations of specialists and charity programs.



### PARTICIPANTS' FEEDBACK

**Dmitriy Likshin,**  
The network of  
veterinarian  
clinics «Friend»,  
Samara

The exhibition is well organized. The project is interesting and creative. I sincerely hope that it will continue to develop and grow, and that next year we will have thematic veterinarian congresses, conferences and seminars.

**OFFICIAL SUPPORT:**  
Samara City Administration

# SPECIALIZED INTERREGIONAL EXHIBITION-FORUM “EDUCATION. SCIENCE. BUSINESS”

The exhibition gathers in one place the leading universities and professional colleges of Samara region, business-education centers, courses for professional development training for the specialists, language clubs.

Exhibition area – 1316 m<sup>2</sup>  
Number of participants – 60  
Number of visitors – 4200

The exhibition is visited by university students, high-school graduates and mature students as well as all others who are interested in their education and carrier.



### PARTICIPANTS' FEEDBACK

**Sergey Golubkov,  
Samara State  
University,  
Samara:**

All aspects of education are presented at the exhibition and most importantly applying to a university. Our stand is always full of visitors that actively ask questions and are curious about our entry requirements and different faculties.



### OFFICIAL SUPPORT:

Board of University Principals of Samara Region  
Ministry of Education and Science of Samara Region  
Ministry of Sport, Tourism and Youth Politics of Samara Region  
Department of Labour and Employment of Samara Region  
Samara City Administration



## NON-EXHIBITIONAL EVENTS

Twenty five year long experience in organizing exhibitions and fairs and unique material-technical base allows for a wide range of services on international level.

- Rental of exhibition and conference halls for business, cultural and entertainment events
- Consulting services and organization of exhibition events
- Organization of participation in regional and international exhibitions and fairs
- Organization and realization of business meeting (B2B-Matchmaking), symposiums, congresses and forums on the territory of Russia and abroad
- Development and planning of business and entertainment events
- Advertisement and informational services
- Organization of coffee-breaks, meals and banquets
- Material and technical support of events on the territory of «Expo-Volga» and other locations
  - Rental of pavilions, tent construction
  - Hall decoration
  - Build up of congress and banquet halls
  - Design, assembly and arrangement of exhibitions
  - Sound, lighting, video, projector and simultaneous interpretation equipment

### Our partners



All Russian  
Forum  
«Zdravnitsa»



German Union  
of Machine Tool  
Manufacturers



Commit



ULUDAG  
Exporters'  
Association,  
Turkey



We are proud that over the past few years we organized and carried out a number of meaningful for Samara region business and cultural events, as well as a number of business missions.

## 2006

XII Russian Petrovskaya assembly and new-years regional ball (Samara)

International technical symposium «Machine tools and technology from Germany» (Samara)

## 2007

Organization of Samara's regional pavilion at the federal trade-fair «Days of small and medium size business in Russia» (Moscow)

Exhibition of investment projects in the framework of the I interregional economics forum «Samara initiative: cluster politics – the basis of innovative development of the national economy» (Samara)

## 2008

Technical symposium on topic of machine building and presentation of exhibition program of Baden-Wurtemberg (Samara)

Exhibition of investment projects in the framework of the II interregional economics forum «Samara initiative: cluster politics – the basis of innovative development of the national economy» («Volzskiy Utes», Samara region)

X art exhibition «Bolshaiy Volga»

## 2009

The Russian forum «Zdravnitsa – 2009» («Volzskiy Utes», Samara region)

Business mission by «ISKRATEL» company from Slovenia (Samara)

Interregional economic business mission of Samara's small and medium size companies (Saratov, Orenburg)

## 2010

The Russian forum «Zdravnitsa – 2010» (Moscow, Forum Hall)

XII Volga region agro industrial exhibition (Ust-Kinelsk, Samara region)

II Interregional exhibition-forum «Investment projects of municipal institutions of Samara region» (Samara)

B2B Matchmaking with German companies (Samara)

Business mission of Turkish auto components manufacturers to Samara region (Samara, Togliatti)

## Business events 2011

I Assembly of disabled people of Samara region

II Interregional forum of entrepreneurs «Steps»

International Technical symposium «Machine tools and technological systems from Germany»

Seminar «Delta Electronics» - brand names are numerous but producer is one»

B2B-Matchmaking for small and medium enterprises

Agro-industrial forum “The all Russian Farmers Day at the XIII Volga region agro-industrial exhibition”

## Business events 2012

V International investment forum «Samara's platform for business development»

Investor Day





## EC «EXPO-VOLGA» COFOUNDER OF SWISS-RUSSIAN INDUSTRIAL BUSINESS CLUB

In September 2011 with the support of Trade representative of the Russian Federation in Switzerland in the city of Neuchatel was registered Swiss-Russian industrial business club (SRIBC), which has the aim of becoming a universal platform for exchange of technological know-how and professional knowledge, the center of competence in the field of industrial innovation. The clubs agenda includes: business forums of industrialists of both countries, supporting investment projects, assistance in promoting the products of industrial enterprises in the Russian and Swiss markets. Another affiliated platform of SRIBC is industrial business school.

Among the founders of the club are Swiss company CIM-Ingenia (Neuchatel, Switzerland), Russian company RPBK (Moscow region, Russia), Wenger Plattner attorney at law (Basel, Switzerland), Exhibition company "Expo-Volga" (Samara, Russia). Furthermore, permanent observer status was given to Russian Venture Company – "RVC".

In 2011 a number of joint events were organized

October – organization of joint stand of Swiss companies at the exhibition «Industrial Show» Samara, Russia.

November – participation together with representative of SWISSMEM in international technical symposium "Machine tools and technology from Germany" Samara, Russia.

December – presentation of Swiss-Russian Industrial Business School in the framework of exhibition «Education, Science, Business» Samara, Russia. Swiss-Russian industrial club, founded in 2011 in Swiss canton of Neuchatel plays an important role in promotion of Swiss-Russian projects in the field of advanced technology. We hope that the club will further contribute to strengthening of economic ties between Swiss Confederation and Russian Federation, as well as Russian regions and cantons of Switzerland, such as canton Neuchatel and Samara region.

The head of economical development agency  
of canton Neuchatel Alain Barbal

## THE PLAN OF JOINT EVENTS FOR 2012

<b>February 2012</b>	Participation by Swiss delegation in V International investment forum, EC «Expo-Volga» Samara, Russia.
<b>April 2012</b>	participation of Swiss delegation in “Investor Day”, Hotel Holiday Inn, Samara.
<b>May -June 2012</b>	SME Delegation Trip with State Secretary Marie-Gabrielle Ineichen-Fleisch to Samara region
<b>July 2012</b>	II Swiss-Russian industrial Forum. Innovation trade fair. Basel, Switzerland.

### Contact details:

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Neuchatel

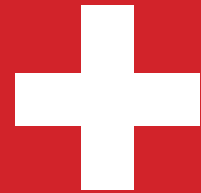
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