



Venue: Metropol Hotel Moscow

September, 22

14:00–16:00 Hosted Buyers orientation

Section 1

14:00–14:25 «Good for each!»

Cross-cultural communication

Inessa Korotkova, Directrice en Russie-CEI, ATOUT FRANCE

Enric Garcia Rios, International Promotion Manager Benelux, DACH-Countries, Eastern Europe & Gulf Countries, Barcelona Tourism Convention Bureau

Natalya Sizova, Marketing manager of Switzerland Tourism Board

14:25–14:50 4 main criteria when selecting suppliers

Anzhelika Snitko, Senior event manager of Bayer

Irina Nikulina, Head of indirect purchase department of Campari RUS

Elizaveta Grigoreva, Head of Business travel department of Lanit

Irina Kostyukova, Head of Business Travel Kaspersky Lab ZAO

14:50–15:15 Favorite forms of cooperation. All the truth from suppliers

Christina Ionitskaya, Catalonia Tourist Bord

The main differences between Business Travel procurement and MICE procurement

15:15–15:45 *Boris Puzitskiy, Head of centralized purchase and procurement department of Eldorado*



Section 2

- 16:00–16:30 **YearBook «Russian MICE market: Trends. Numbers»**
- 16:30–17:00 **Sport events: MICE trend or healthy lifestyle**
Vadim Zelenski, CEO of Zelenski Corporate Travavel Solution
- 17:00–17:30 **Venue check–list for MICE specialists**
Arina Negina, Head of Meetings, Groups & Events of HRG Russia
- 17:30–18:00 **Events psychologie**
- 19:00 Reception
- 20:00–23:00 **«MICE Dream» Gala dinner**

September, 23

- 9:00–9:50 Registration & welcome coffee
- 10:00–14:00 **Individual face–to–face meetings of corporate buyers with exhibitors**
(by prior appointment)
- 14:00–14:50 Lunch
- 15:00–18:00 **Individual face–to–face meetings of corporate buyers with exhibitors**
(by prior appointment)
- 19:00–22:00 Farewell Reception