

**Business program**  
**International travel fair “Intourmarket-2015”**  
**March 14-17, 2015**  
**IEC Crocus Expo, pavilion 1**

<b>SATURDAY, MARCH 14, 2015</b>		
10.00-16.00	Presentation of the Rostov region tourist potential dedicated to the 110 <sup>th</sup> anniversary of the Don writer Mikhail Sholokhov.	Hall N4 Stand N 4E201
10.00-18.00	Ministry of Culture of the Russian Federation and Federal Agency for Tourism invite to the stand where visitors are welcome to learn about activities of the national tourist administration, have Q&A with specialists and receive promotional information materials.	Hall № 4 Stand N 4H301
10.00-18.00	The UNWTO stand distributes information about its activities, projects and opportunities of cooperation	Hall N3 Stand N 3D402
10.00-18.00	<p>Moscow region stand:</p> <p><u><i>Close-to-Moscow region: a weekend capital</i></u></p> <p>Museum-exhibition complex “New Jerusalem” (Istra town) presents tourist programs.</p> <p>Tourist-information Center “Dmitrov” presents tourist potential of Dmitrov district.</p> <p>Presentation of anniversary and festive events dedicated to the 175<sup>th</sup> anniversary of P.I. Tchaikovsky is organized by the Tchaikovsky</p>	Hall N4 Stand N 4C301

	<p>State memorial musical museum (Klin town).</p> <p>The Pilgrimage Center of St. Trinity St. Sergius Lavra and Sergiev-Posad tourist association present tourist programs.</p> <p><u><i>Delicious Close-to-Moscow</i></u></p> <p>The Museum of Russian Dessert offers presentation and tasting of the Revival of baranki (cracknel) craft project (Zvenigorod town)</p> <p>Kolomna municipal district presents tourist programs “Secret of Kolomna honey wine” and “Onion happiness”.</p> <p>Koza Nostra farm presents crottin products (Taldom municipal district).</p> <p>Presentation and tasting of gastro-programs “Zaraiskoye (Beyond Edem) delight” (Zaraisk town).</p> <p><u><i>Close-to-Moscow for kids</i></u></p> <p>Master class of painting Xmas toys is organized by the Exhibition complex “Klinskoye podvorye (Klin town).</p> <p><u><i>Literary Close-to-Moscow</i></u></p> <p>State literature museum-reserve of A.P. Chekhov “Melikhovo”, State historical-literature museum-reserve of A.S. Pushkin “Bolhiye Vyazemy” and museum of M.E. Saltykov-Schedrin present programs devoted to the Year of Literature</p>	
10.00-18.00	The Stavropol Territory stand offers tasting of mineral water from Caucasian Mineral Waters (the Caucasian Spas) area	Hall N4 Stand N 4D601
10.00-18.00	Ostankino TV tower cultural-excursion complex organizes master class in flower arranging and contest «Meet Spring at a height»	Hall N4 Stand N 4D201
11.00 13.00	Prize draw at Nizhny Novgorod region stand (offers from best travel operator and hotels in Nizhny Novgorod and exclusive souvenirs of folk crafts of the region)	Hall N 4 Stand N 4C403

14.00		
11.00-11.20 14.40-15.00 15.40-16.00	Performance of the “Sari-Kum” children choreographic ensemble at the stand of the Republic of Dagestan	Hall N 4  Stand N 4E101
11.00-11.30	Signing of the Agreement on cooperation between the Ministry of culture of Moscow region and Non-commercial Partnership for “Association of International Integration in Tourism “World without borders”	Hall N 4  Stand N 4C301
11.00-13.00	Round table “Business events in Russia. Sustainable industry development – an indicator of social and economic image”  <i>Organizer : Association of Russian Tour Operators (ATOR)</i>	Conference hall N4
11.00-17.00	Master classes on Khokhloma painting organized by Nizhny Novgorod region	Hall N 4  Stand N 4C403
11.00-17.00	Presentation of the Ethno-cultural festival “Lipetskoye gorodische/Lipetsk Old Town-2015” at the stand of Lipetsk region	Hall N 4  Stand N 4C401
12.00-13.00	Presentation of Travel Russian News (TRN)  Modern telecommunication solutions for travel industry  <i>Expert, Sergey Vyazankin, “Intellin”</i>  How to make profit on selling railway tickets in unstable economic environment.  <i>Expert: Victor Lukash, “UFS” agency network managing director</i>	Conference  hall N 3
12.00-13.00	Lipetsk region demonstrates pottery crafts at its stand.	Hall N 4

		Stand N 4C401
<b>12.00-12.45</b>	<b>Official opening ceremony of the 10<sup>th</sup> international travel fair “Intourmarket-2015”</b> <b>Admittance by invitations only, mass media by accreditation.</b>	<b>Conference hall N1</b>
	<b>Press briefing with the Federal Agency for Tourism and UN World Tourism Organization</b>	<b>Conference hall N1</b>
<b>12.45-14.00</b>	<b>Officials and VIP guests tour around ITM-2015 exposition</b> <b>The Award Ceremony of the VI Russian children drawing contest “Tourist Russia in kids’ eyes”</b>	<b>Pavilion N1</b>
12.00-14.00	Master class on artistic molding of the traditional Lipetsk region craft – “The Romanov toy”	Hall N 4 Stand N 4B401
13.00-14.00	Presentation : “Moscow for high season – spring-summer 2015” <u>Organizer:</u> Moscow City Committee for Tourism and Hotel Industry	Conference hall N2
13.30-14.00	Presentation of Special economic zones of tourist-recreation type in the Republic of Dagestan	Hall N4 Stand N 4E101
13.45-14.25	Gastronomic welcome from the Republic of Komi	Hall N4 stand N 4C701
14.00	Prize draw at Novgorod region stand	Hall N4 Stand N4B202

14.00-14.30	Lipetsk region invites to its stand for the presentation of bobbin lacing "Elets laces"	Hall N4 stand N4B401
14.00-15.00	Stavropol Territory and Caucasian Mineral Waters (Caucasian spas) invite to the presentation of their tourist products.  Performance of "Pyatigorsk narzan" group, prize draw.	Hall N4 stand N 4D601
14.00-16.00	Presentation of travel potential of the Republic of Bulgaria  Organizer: Ministry of tourism of the Republic of Bulgaria	Conference hall N2
14.00-17.00	Session of the Board and Regional council of Russian Union of Travel Industry  <u>Organizer:</u>  Russian Union of travel industry	Conference hall N4
15.00-15.30	Presentation of the tourist-recreational potential of the Republic of Dagestan	Hall N4 stand N4E101

15.00-18.00	<p><b>Conference “Tourism as a key factor of small historic towns development in Russia”</b></p> <p><u>Organizer:</u></p> <p>Association “Real Russia”</p> <p><u>Themed workshops on topics:</u></p> <p>“Interaction “Power – Business – Society” and its role in development of small historic towns”. “Tourist information center role in the development of a small historic town”.</p> <p>“Small historic town branding ”</p> <p>“New look of a small historic town”</p> <p>“Organization of urban events: how to attract tourists to the city”</p> <p>“New town museum as a center of tourists attraction”</p> <p>“Gastro-festivals: a new format of city event”</p> <p>“Urban environment or how to make the city tourist-friendly”</p>	Conference hall N1
16.00-16.40	Presentation of tourist-recreational potential of the Republic of Komi	Hall N4 Stand N 4C701
16.00-17.00	<p>Round table on social tourism: “Tourism for the benefit of older generation”</p> <p><u>Organizers:</u></p> <p>Ministry of culture of the Russian Federation</p> <p>Commission on cultural heritage and tourism of the “United Russia” social platform</p>	Conference hall N2

19.00	<p><b>Opening reception of the 10<sup>th</sup> International travel fair “Intourmarket-2015”</b></p> <p><b>By invitations only</b></p>	<p>The President Hotel, Bolshaya Yakimanka, 24</p>
<p><b>SATURDAY, MARCH 15, 2015</b></p> <p><b>THE DAY OF ALTAY REGION – THE EXHIBITION STRATEGIC PARTNER</b></p>		
10.00-14.00	<p><b>All-Russian session on actual issues of tourism development</b></p> <p><b><u>Organizer:</u></b></p> <p>Federal Agency for Tourism</p>	<p><b>Conference hall N3</b></p>
10.00-10.30 14.00-14.30	<p>Interactive theatrical performance of the “International Pokrov fair in Tambov” from Tambov region</p>	<p>Hall stage</p>
10.00-16.00	<p>Presentation of the tourism potential of Rostov region dedicated to the 110<sup>th</sup> anniversary of the Don writer M.A. Sholokhov</p>	<p>Hall N4 Stand N4E201</p>
10.00-18.00	<p>Moscow region stand presents:</p> <p><u>Close-to-Moscow – weekend capital</u></p> <p><u>Delicious Near-Moscow</u></p> <p><u>Close-to-Moscow for kids</u></p>	<p>Hall N4 Stand N 4C301</p>

	<i>Literary Close-to-Moscow.</i> <i>Close-to-Moscow. Memory of the past</i>	
11.00 13.00 16.00	Presentation of the “International Pokrov fair in Tambov” project from Tambov region	Hall N4  Stand N 4C302
11.00 13.00 14.00	Prize draw at Nizhny Novgorod region stand (offers from best travel operators and hotels in Nizhny Novgorod and exclusive souvenirs of folk crafts of the region)	Hall N4  Stand N 4C403
11.00-12.00	“Veliky Novgorod, Staraya Roussa, Valday, Borovichi and other interesting tourist centers of Novgorod region” presentation  <i>Organizer:</i>  Tourism committee of the Novgorod region department of culture and tourism	Conference hall N2
11.00-12.00	Crimea presents “Crimean New Era” tourist product  <i>Organizer:</i>  Ministry of resorts and tourism of Republic of Crimea	Conference  hall N4
11.00-12.00	Interactive program and quiz “Hoorah! Urals: Sverdlov region” at the Sverdlov region stand	Hall N4  Stand N 4C604
<b>11.00-12.00</b>	<b>Opening ceremony of the Day of Altay region – “Intourmarket-2015” Strategic partner</b>	<b>HALL № 4</b>  <b>Stand № 4E301</b>



11.00-12.30	The Republic of Komi organizes a master class at its stand: learn about everyday life in the remote country areas and listen to the national musical instruments	Hall N4 Stand N 4C302
11.00-17.00	Master class on Khokhloma painting. Nizhny Novgorod region organizes a master class on Gorodets painting	Hall N4 Stand N 4C403
11.00-17.00	Presentation of the Ethno-cultural festival “Lipetskoye gorodische/Lipetsk Old Town-2015” at the stand of Lipetsk region	Hall N4 Stand N 4B401
12.00-12.20 14.00-14.20 16.00-16.20	Performance of “Sari-Kum” children choreographic ensemble at the Republic of Dagestan stand	Hall N4 Stand N 4E101
12.00-13.00	Lipetsk region demonstrates pottery crafts at its stand	Hall N4 Stand N 4B401
12.00-14.00	Seminar: “Professional puzzles from Irina Tyurina”  <i>Expert:</i>  Irina Tyurina, RUTI press-secretary, RATA-News chief editor	Conference  hall N2
12.00-14.00	Master class on artistic molding of the traditional Lipetsk region craft – “Romanov toy”.	Hall N4 Stand N 4B401

13.00-14.00	<p>Conference devoted to the “Red route” project implementation for Chinese market</p> <p><u>Organizer:</u></p> <p>Government of the Ulyanovsk region, Federal Agency for tourism</p>	<p>Conference hall N4</p>
14.00	<p>The Ostankino TV tower cultural-excursion complex organizes a lottery and prize draw of Ostankino Tower souvenirs</p>	<p>Hall N4</p> <p>Stand N 4d201</p>
14.00-14.30	<p>Lipetsk region invites to the “Elets laces” presentation of bobbin lacing at its stand</p>	<p>Hall N4</p> <p>Stand N 4B401</p>
14.00-15.00	<p>Seminar from the “Light Soft” company: “Efficient promotional campaigns at TopHotels and TurPoisk”</p>	<p>Conference hall N3</p>
14.00-15.00	<p>Presentation of tourist products of Moscow region</p> <p><u>Organizer:</u></p> <p>Ministry of culture of Moscow region</p>	<p>Conference hall N4</p>
14.00-15.00	<p>Stavropol Territory and Caucasian Mineral Waters (Caucasian Spas) invite to presentation of their tourist products.</p> <p>Performance of “Pyatigorsk narzan” group, prize draw</p>	<p>Hall N4</p> <p>Stand N 4D601</p>
14.00-16.00	<p>Republic of Belarus invites to the presentation of its tourist products</p> <p><u>Organizer:</u></p> <p>National Agency for tourism of the Republic of Belarus</p>	<p>Conference hall N2</p>

14.30-15.00	Presentation of investment projects of tourist-recreational sector of the Republic of Dagestan	Hall N4 Stand N 4E101
15.00-15.30	Republic of Mari El presents its tourist potential	Hall N4 Stand N 4D501
15.00-18.00	<p><b>Conference “Tourism as key factor of the Russian small historic towns development”</b></p> <p><u>Organizer:</u> Association “Real Russia”</p> <p><u>Themed workshops on topics:</u></p> <p>15.00 -16.00 Organization of Pilgrimage center operation in a small historical town</p> <p>Folk crafts and tourism</p> <p>New promotional technologies: from a district newspaper to mobile application</p> <p>When tour operators start to work with small historic towns</p> <p>Strategic role of rivers in the area marketing</p> <p>Application of specific federal legislation for the development of territories tourist potential.</p> <p>16.00 -17.00 <u>Master classes:</u></p> <p>“What is a Travel photography?”</p> <p>“Photo, video, augmented reality”</p> <p>“What is scribing?” “What is an augmented reality?”</p>	Conference hall N4

15.00-17.00	<p>4<sup>th</sup> Congress of public tourist associations</p> <p><u>Organizer:</u></p> <p>Association of tour operators of Russia (ATOR)</p>	<p>Conference</p> <p>hall N3</p>

**MONDAY, MARCH 16, 2015**

<b>10.00-16.00</b>	<p><b>Training seminar of the Federal Agency for Tourism and the UN World Tourism Organization</b></p> <p><b>"How to meet the expectations of the modern tourist - best Russian and foreign practice"</b></p> <p><b>Admittance by pre-registration</b></p>	
11.00-12.00	Interactive program and a quiz at the stand of the Sverdlovsk region, "Hurrah! Ural: Sverdlovsk region "	<p>Hall № 4</p> <p>Stand №4C603</p>
10.00-18.00	<p>Moscow region stand:</p> <p><u>Close-to-Moscow: a capital of the weekend</u></p> <p><u>Delicious Close-to-Moscow</u></p> <p><u>Close-to-Moscow for kids</u></p>	<p>Hall № 4</p> <p>Stand № 4C301</p>

10.00-18.00	Ostankino TV tower cultural-excursion complex stand holds master class on making cards with the image of the Ostankino Tower, "Meet spring at a height" contest evaluation and lottery tickets draw to visit the Tower	Hall № 4 Stand № 4D201
11.00 13.00	Prize draw at Nizhny Novgorod region stand (offers from best travel operator and hotels in Nizhny Novgorod and exclusive souvenirs of folk crafts of the region)	Hall № 4 Stand № 4C403
14.00-15.00	«Light Soft» company holds a seminar «The site as a sales tool. Improvement of the tourism site efficiency with the aid of TourClient tools»	Conference hall № 4
11.00-13.00	Meeting of the Coordinating Council on the Tourism Development of the Association for the interregional social and economic interaction "Central Federal District"  <i>Organizer:</i> Russian State University of Tourism and Service	Conference hall № 3
11.00-14.00	Legal Seminar by Anna Gladun: "Legal provision of various types of tourism"  <i>Expert:</i> Anna Gladun, General Director of "GLADUN Consulting"	Conference hall № 2
11.30-11.50 14.00-14.20	Performance of the "Sari-Kum" children choreographic ensemble at the Republic of Dagestan stand.	Hall № 4 Stand № 4E101
12.00-13.00	Republic of Dagestan presents tourism potential of the Republic	Hall № 4 Stand № 4E101
12.00-13.30	"Rodvuzh pass" master Class at the stand of the Republic of Komi	Hall № 4 Stand № 4C701

12.00-15.00	<p>Conference on children's tourism</p> <p><u>Organizer:</u></p> <p>The Commission on Youth and youth tourism of the Public Council of the Federal Agency for tourism</p>	<p>Conference</p> <p>hall № 4</p>
13.00-16.00	<p><b>Practical course of the Medical Tourism Academy</b></p> <p><u>Experts:</u></p> <p>Andrea Szeged, Hungary</p> <p>Andrey Almaev, «RusMedTravel»</p> <p>Catherine Miller, LLC "B. Braun Avitum Russland"</p> <p>Vladislav Androsov, «MedTravel Belarus»</p> <p>Grazhvidas Morkus, LITCARE</p> <p>Larisa Safran, "Ilmed"</p> <p>Andrew Syrchenko, «SPASCHOOL INTERNATIONAL»</p> <p>Marina Karpova, «Plaza Spa Hotels»</p> <p>Irina Chernova, hotel "Phoenix"</p> <p>Marina Virbale, «VILNUS TRAVEL SERVICE JSK»</p> <p>Galina Shuljak, Federal sanatorium "Teremok"</p> <p>Constantine Brylyakov, «EuropeSpa Med &amp; Wellness in Russia"</p>	<p>Conference</p> <p>hall № 3</p>

14.00-16.00	<p>Conference of the National Association of Tourist Information Organizations for heads of Travel Information centers</p> <p>Training seminar for tourist information centers.</p> <p><u>Organizer:</u> National Association of the Information and Tourism Organizations (NAITO)</p>	<p>Conference hall № 2</p>
15.00-16.00	<p>Meeting of the press-club of the Central House of Journalists of Russia</p>	<p>Hall № 4 Stand № 4E101</p>

TUESDAY, MARCH 17, 2015

10.00-18.00	<p>Moscow region stand:</p> <p><u>Close-to-Moscow region: a weekend capital</u></p> <p>Tourist-information Center “Dmitrov” presents tourist potential of Dmitrov district</p> <p>Pilgrimage Center of St. Trinity St. Sergius Lavra and Sergiev-Posad tourist association present tourist programs</p> <p>Museum-exhibition complex “New Jerusalem” (Istra town) presents tourist programs.</p> <p>Serpukhov History and Art Museum presents tourist programs</p> <p><u>Delicious Close-to-Moscow</u></p> <p>The Museum of Russian Dessert offers presentation-tasting of the Revival of baranki (cracknel) craft project (Zvenigorod)</p>	<p>Hall № 4 Stand № 4C301</p>
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Kolomna municipal district offers presentation –tasting of tourist programs “Secret of Kolomna honey wine” and “Onion happiness”

Close-to-Moscow for kids

"Rus" National Equestrian Park (Leninsky district) presents children's programs

Landscape and architectural complex of tourism and recreation "Space childhood dream" (Domodedovo)

presents children's programs (Domodedovo)