

MEET GLOBAL  
MICE CONGRESS

# BUSINESS PROGRAMME

## DAY 1

DECEMBER 17, 2025

OFFICIAL OPENING OF THE CONGRESS 10:00 - 10:15

up to  
450 pax

Amphitheater Hall

10:15 - 12:00

Plenary discussion  
*Unity through Open Diversity: New Opportunities for the MICE industry*

Current shifts in the global markets, including a growing focus on regional and domestic economies, are testing the viability of a borderless world. This new landscape creates risks for established international economic structures and calls for unconventional solutions to sustain future global growth.

The business tourism sector is uniquely positioned to address these challenges. By enabling the exchange of expertise, it actively builds powerful partnerships at both local and international levels. More than just an economic driver, the industry is a key platform for fostering cultural understanding and cross-border communication.

During the plenary session, government and industry representatives will discuss the state of the MICE industry in BRICS countries and in the Global South, and the opportunities created by intergovernmental cooperation based on respect for diversity.

Topics for Discussion:

- 01 **New Horizons.** What opportunities for MICE industry development exist in BRICS countries and in the Global South?
- 02 **Government Initiatives.** What major obstacles does the sector face, and what actions are governments undertaking to stimulate its growth?
- 03 **Balancing Interests.** What objectives do governments pursue in developing business tourism, and to what extent do they meet the interests of businesses and residents?
- 04 **Impact on Destination Branding.** How does business tourism affect the destination image and contribute to the development of other tourism segments?
- 05 **Emerging Trends and New Centres of Influence.** What business-tourism trends are being shaped by the BRICS and Global South countries, and is there evidence that new centres of influence are emerging in the industry?

Moderator:



Yuriy Bogdanov

TV Host,  
Russia 24

Speakers:



Ephraim Balozi Mafuru

Director General,  
Tanzania Tourist Board



Evgeny Kozlov

First Deputy Head, Office  
of the Mayor and the  
Government  
of Moscow, Chairman,  
Moscow City Tourism  
Committee (Russia)



Maggy Mbako

Board Member,  
Namibia Tourism Board



Boris Piotrovsky

Vice-governor  
of St.Petersburg (Russia)



Mubarak Al Shamsi

Director,  
Abu Dhabi Convention  
& Exhibition Bureau  
(UAE)



Oleg Berkovich

Deputy Governor of  
the Nizhny  
Novgorod Region  
(Russia)



Maximiliano Mauvecin

Director,  
GLOCAL International  
Organization

up to  
450 pax

Amphitheater Hall

15:00 – 15:45

Keynote speaker



**Dharmendra Jain**

Founder and CEO,  
Actnable AI (Kenya)

Founder and CEO of Actnable AI, a research technology company delivering AI and Gen-AI-powered innovations to the market research industry.

Drawing on more than 20 years of expertise in market research across India and Africa, he previously served as Operations Director for Kantar, overseeing operations in West, East, and Central Africa. A recognised leader in his field, Dharmendra served on the ESOMAR Council board (2023-24) and coordinated ESOMAR’s AI Taskforce. He was honoured as an Insights250 2024 & 2025 Winner for his contributions to the industry.

**AI as a Co-Organizer: How Technology Is Changing the MICE Experience**

We will talk about how the industry is moving beyond simple automation toward creating genuinely personalized experiences for attendees. Dharmendra will explain how AI uses data to adjust content, boost engagement, and spot new trends. Participants will see how technology helps organizers connect with their audiences in a deeper and more meaningful way throughout the entire event journey.

Valdai Hall / Track “Conferences and Exhibitions”

12:30 – 13:30

up to  
140 pax

Case presentation

*Organisation of Large Exhibition/Conference Projects with International Participation*

A unique case study on the preparation and promotion of a mega-event of international significance: from strategic planning and working with national pavilions to creating infrastructure legacy. In the interactive part, there will be a Q&A session where participants will have the chance to ask the speaker about the key challenges of such projects.

**Moderator:**



**Daniel Hawkins**

Journalist, TV Host (UK)

**Speaker:**



**Dusan Borovcanin**

Advisor, Former CEO,  
Expo 2027 (Serbia)



up to  
140 pax

Valdai Hall / Track “Conferences and Exhibitions”

13:45 – 14:45

Panel discussion  
New Horizons for the Global Exhibition Industry: Strategies for the Future

The global exhibition business is undergoing a tectonic shift. Fundamentally, the nature of exhibitions is evolving; they are transforming from purely commercial platforms into multi-layered ecosystems with a significant online component. In this new model, modern technologies, innovative networking formats, compelling business programme content, wow-factor experiences and immersive exhibition booths play an increasingly important role.

At the same time, the map of global exhibition centres is being redrawn. New leaders are emerging — notably the Arab states of the Persian Gulf and countries across Asia — which are actively investing in world-class infrastructure, providing robust financial and non-financial support, and attracting or initiating new large-scale events to capture market share.

Topics for Discussion:

- 01 Technological Solutions for Personalisation and Profitability.** What existing technologies can be leveraged to customize the delegate experience and enhance the commercial viability of exhibitions?
- 02 The Influence of Cultural Codes.** How do the cultural norms and characteristics of new MICE destinations impact the format and execution of exhibitions globally?
- 03 Evolving Design Philosophies.** How are approaches to designing exhibition spaces and stands shifting to meet new demands for flexibility and immersive experiences?
- 04 Growth Strategies for Exhibitions.** What are the comparative advantages and disadvantages of initiating new international events from scratch versus attracting established global formats?
- 05 The Impact of Business Programmes on Attendance.** How significantly does the business programme influence event attendance, and which elements — novelty, expertise, or speaker prominence — most attract the target audience?
- 06 Development of congress and exhibition infrastructure in Russian megacities.** Practical experience and the needs of market participants.

Moderator:



Elena  
Ublieva

PR Director, ExpoForum,  
Executive Director, Russian  
Union of Exhibitions  
and Fairs

Speakers:



Projeni  
Pather

Chairperson,  
Association of African  
Exhibition Organisers  
(South Africa)



Barun  
Gupta

Chief Operating Officer,  
Indeva Hotels and  
Resorts (A Unit of IEML)  
(India)



Timur  
Zeldich

Commercial  
Director, Exhibition  
of Achievements of  
the National  
Economy (VDNH)  
(Russia)



Evgenii  
Tarasevich

Deputy Director of the  
Investment Promotion Agency  
of the Sverdlovsk Region, Head  
of Congress Bureau (Russia)



Dmitriy  
Nikitin

CEO,  
RESTEC  
Exhibition  
Association  
(Russia)



Maxim  
Shilov

Head of Business  
Transformation,  
ITE Group,  
Exhibition Director,  
MITT (Russia)



Ekaterina  
Degai

Founder,  
Design studio  
Formika Lab  
and Digital Art Center Vnutri  
(Russia)

up to  
140 pax

Valdai Hall / Track “Conferences and Exhibitions”

16:00 – 17:00

Panel discussion  
**Organising a Successful International Conference: A Guide to Avoiding Common Mistakes**

Topics for Discussion:

Executing a world-class international conference requires the seamless alignment of diverse stakeholders’ interests, from government bodies to venues and suppliers. True success, however, depends not only on profitability but on the quality of the delegate experience throughout the event journey.

In this session, key industry leaders — including destination representatives, event organisers, and technical partners — will outline a blueprint for effective collaboration. The goal is to develop a framework that serves mutual interests and consistently delivers exceptional event outcomes.

- 01 Key MICE Trends for 2025.** Which industry trends are shaping international conferences this year, and what are the best practices for their effective implementation?
- 02 Strategic Venue Selection.** How can the choice of venue enhance the delegate experience, and what critical details must organisers verify to ensure flawless on-site execution?
- 03 Leveraging the Convention Bureau as a Strategic Partner.** What specific support, expertise, and resources should an international conference organiser expect from a local convention bureau?
- 04 Beyond the Obvious: Critical Technical Details.** What subtle but crucial technical aspects do organisers most frequently overlook during planning, and how do these omissions affect the overall perception of an event?
- 05 A Framework for Commercial Success.** Which financial models and promotional channels most effectively attract international delegates and sponsors, ensuring both profitability and high delegate satisfaction?

Moderator:



**Anton  
Atrashkin**

Programme Director,  
INNOPROM International  
Industrial Trade Fair  
(Russia)

Speakers:



**Errol  
Bryce**

Group Commercial Director,  
VUKA Group (South Africa)



**Leila  
Masinaei**

Co-Founder  
and Managing Partner,  
Great Minds Event  
Management (UAE)



**Daria  
Salamatova**

Director,  
Congress Center WTC Moscow  
(Russia)



**Vladislav  
Sebyakin**

CEO,  
R-Conf (Russia)



**Ekaterina  
Kamalova**

Deputy Director, Directorate  
of International Programmes,  
Convention Bureau  
of the Republic of Tatarstan (Russia)



**Mariia  
Tkachenko**

Co-founder, Deputy CEO,  
EXPOMASTER GROUP (Russia)



up to 70  
pax

Seliger Hall / Track “Global Trends and Analytics”

12:30 – 13:30

Panel discussion

Personalisation and Gamification: Trends Shaping the Future of the MICE Industry

Personalisation is not merely one of the key trends in the MICE industry; it is a strategic approach for any successful destination or industry company. At its core is the creation of a unique and highly relevant experience for business travellers that both justifies the investment of time and money in business trips or event participation and contributes to the achievement of business objectives.

Gamification stands out as a powerful tool within this strategy, transforming the attendee journey into an engaging and memorable experience.

This session will bring together industry experts to analyse how a personalised approach is reshaping the MICE market and to explore how integrating gamification can offer a distinct competitive advantage to both destinations and service providers.

Topics for Discussion:

- 01 Personalisation: A Fleeting Trend or a Strategic Necessity?** How is a personalised approach transforming from a market trend into a key business necessity that stimulates revenue growth?
- 02 Destination Strategy.** How are leading MICE destinations adapting their offerings with personalisation and gamification to attract and retain the modern business traveller?
- 03 The Role of Cultural Intelligence.** Why is adapting to the cultural codes of both the client and the destination essential for creating a truly effective personalised experience?
- 04 The Gamification Effect.** How is gamification transforming approaches to organising business events, and can it be considered an effective tool for increasing business traveller engagement?
- 05 The Tech Toolkit.** Which technological solutions best support gamified experiences in business tourism, and what are the best practices for their implementation?

Moderator:



Yulia  
Zholya

President,  
National Association of Event  
Organizers NAOM (Russia)

Speakers:



Mani R.  
Lamichhane

Sr. Director and Chief of Gandaki  
Province Office,  
Nepal Tourism Board



Christopher  
Kannesan

Vice President, Business  
Development,  
Searix (Singapore)



Ekaterina  
Movsumova

Commercial Director,  
Event Rocks (Russia)



Maria Gurova

Co-founder,  
MICE.Capital (Russia)



Maxim  
Yakhontov

CEO,  
Phygitech (Russia)

up to 70  
pax

Seliger Hall / Track “*Global Trends and Analytics*”

13:45 – 14:45

Case presentation

*Key trends in the MICE industry and their implementation*

What global trends are reshaping the MICE industry today? The discussion will focus on hybridisation, sustainable development and AI-based hyper-personalisation. The expert will present case studies demonstrating how to integrate these trends into business strategy to increase competitiveness and create new value for customers. In the interactive part of the session, participants will have the opportunity to ask the expert questions about key industry challenges.

*Moderator:*



**Daniel Hawkins**

Journalist, TV Host (UK)

*Speakers:*



**Mohamed Munsif Rushdi**

Deputy Minister,  
Ministry of Tourism and Environment  
(The Republic of Maldives)



**Shekhar Grover**

Chief Events Officer,  
Luxxury MICE Travel (India)



Seliger Hall / Track “Global Trends and Analytics”

16:00 – 17:00

up to 70  
pax

Panel discussion  
**Effective MICE Destination Marketing: Actionable Insights and Strategies**

The most important task for every MICE destination is to develop an effective marketing strategy – a comprehensive plan for positioning and promotion aimed at attracting business tourists, as well as business events organised by association and corporate customers.

Given the increasingly fierce competition in the industry, destinations have to approach the issue in a non-trivial way, experimenting both with the messages embedded in territorial branding and with communication channels.

Why are some MICE destinations known worldwide, while others remain in the shadows for decades, despite developed infrastructure and extensive opportunities for networking with the local business community? Experts on the panel will discuss the core principles for creating successful marketing strategies, identify key trends and share practical tips and ideas.

Topics for Discussion:

- 01 Building the Foundation.** What are the core components and initial steps in developing a successful marketing strategy for a MICE destination?
- 02 From Trend-Spotting to Strategic Integration.** How can destinations effectively monitor, analyse and integrate key industry trends into their long-term marketing plans?
- 03 The Power of Public-Private Partnerships.** How does dialogue between government and business help to shape an effective marketing strategy?
- 04 Optimising the Channel Mix.** What approach should destinations take when selecting and prioritising promotional channels to maximise reach and impact in the MICE market?
- 05 Defining Success.** Which key metrics and KPIs should be used to accurately evaluate the performance and ROI of a MICE destination’s marketing strategy?
- 06 The Data-Driven Approach.** Data analysis for optimising marketing strategies for MICE destinations.

Moderator:



**Daria Ostrovskaya**

CEO,  
R&C Market Research  
Company (Russia)

Speakers:



**Aziz Mirdjalilov**

Head of Marketing  
Department,  
Tourism Committee  
of the Republic of Uzbekistan



**Majd Abu Arqub**

Area Marketing Manager,  
Jordan Tourism Board



**Daria Levchenko**

Head of the External  
Communications Department,  
Ministry of Economic  
Development  
of the Russian Federation



**Maria Nikanorova**

Head of Communications  
Moscow City Tourism Committee  
(Russia)



**Mikhail Merkulov**

Entrepreneur, Managing  
Partner,  
Global Russia MICE & Travel

up to 150  
pax

Press Hall / Track “Destinations & Associations”

12:30 – 13:30

Panel discussion  
**The Ecosystem of Success: Crafting a Winning Bid for Association Events**

Topics for Discussion:

Amid fierce global competition for international association events, a destination's success now hinges on its ability to offer a complete ecosystem, not just a venue. This requires a comprehensive strategy that integrates a relevant scientific and business community, seamless logistics, and compelling financial incentives.

This session facilitates a crucial dialogue between the key players in this ecosystem: the association decision-makers who select the destination, the convention bureaus that package and present it, and the local partners who shape the final competitive offer.

**01 Balancing the Bid.** How do associations weigh the value of a strong local expert community against the host's financial support and infrastructure? To what extent can one compensate for the other in the final decision?

**02 The Decisive Support Package.** Which support measures from a host destination have the most significant impact on an association's selection process? And what strategic calculus do destinations use when designing their support offers?

**03 Identifying and Mitigating Deterrents.** What are the most common factors that deter an association from choosing a destination, and what proactive strategies can be employed to overcome these barriers?

**04 Adapting to the New MICE Industry Landscape: A Comparative Look at Association Needs.** Do the requirements of associations from BRICS countries and the Global South differ from those in Europe and North America? This session will identify and analyse the key parameters in which these differences emerge.

Moderator:



**Sagid  
Zaremukov**

CEO,  
Russian Convention Bureau

Speakers:



**Maximiliano  
Mauvecin**

Director,  
GLOCAL International  
Organization



**Milosh  
Milovanovich**

Partner,  
GainingEdge;  
ex-Head of the National  
Convention Bureau (Serbia)



**Galimzhan  
Seilov**

International Business Events  
Manager,  
Kazakh Tourism National Company  
(Kazakhstan)



**Peter  
Tsarkov**

Chairman,  
Russian Society  
of Colorectal Surgeons (Russia)



**Sergey  
Chernyshevskiy**

CEO,  
CTO Congress (Russia)



**Elena  
Yazeva**

Producer of Business Events,  
Head of Special Projects  
on Tourism,  
Abrau Durso (Russia)

First Raw Expert:



Press Hall / Track “Destinations & Associations”

13:45 – 14:45

up to 150  
pax

Panel discussion  
**Large-Scale Events: A Catalyst for Growth or a Source of Risk for MICE Destinations?**

Major events, whether festivals, industry conferences or exhibitions with international participation, have a significant multiplier effect on MICE destinations, not only raising their status and appeal in the eyes of business and leisure travellers, but also contributing to the development of local economies, including through the attraction of investment.

However, these large-scale projects also place immense strain on a region's infrastructure and resources, creating complex logistical challenges for both public authorities and private companies.

At the session, experts will analyse not only the pros and cons that major events bring to MICE destinations, but also how to create memorable and effective events.

Topics for Discussion:

- 01 Host City Readiness.** What are the essential infrastructural, logistical and strategic criteria that a MICE destination must meet to successfully host a mega-event?
- 02 Growth Strategy — Attract vs. Initiate.** What are the comparative advantages and risks of attracting an established international event versus initiating a home-grown concept?
- 03 The Legacy of a Mega-Event.** How can we analyse the full spectrum of an event's impacts — both positive and negative — on a region's economy, infrastructure, and global reputation?
- 04 Risk Mitigation and Management.** What are the primary challenges and strategic risks that destinations and organisers face during the planning and execution phases, and what are the best practices for mitigating them?
- 05 A Framework for Success.** What are the core success factors common to most major events, and what key performance indicators (KPIs) should be used to measure their true, long-term impact?

Moderator:



**Olga Gulibina**

Director of the MICE Department,  
Continent Express (Russia)

Speakers:



**Tushar Kesharwani**

Director, Vacation Experts,  
Governing Board Member,  
India Convention  
Promotion Bureau (ICPB)



**Ruqaya Cassim**

Acting Director of MICE /  
Head of Conferences and  
Congresses,  
Visit Qatar



**Olga Nechaeva**

Head of the Program Planning  
Department,  
Moscow City Tourism  
Committee (Russia)



**Elizaveta Dmitrieva**

Head of the Department of Interregional  
Cooperation and Events,  
Ministry of Resorts, Tourism and Olympic  
Heritage of the Krasnodar Region (Russia)



**Irina Mikhailutina**

Regional Director of Sales  
& Marketing,  
AZIMUT Hotels Moscow (Russia)

Press Hall / Track “Destinations & Associations”

16:00 – 17:00

up to 150  
pax

*Case presentation*  
**Attracting Major Associations / Initiating Own International Events**

How can a city or region transform itself into a global hub for congresses? In this practical session, industry leaders will present case studies of successfully attracting major association events and share a step-by-step approach. A special focus will be on initiating your own international forums that have the potential to become new industry-leading brands.

**Moderator:**



**Elena  
Yazeva**

Producer of Business Events,  
Head of Special Projects on Tourism,  
Abrau Durso (Russia)

**Speakers:**



**Hussain Al  
Mahmoudi**

CEO, Sharjah Research,  
Technology and Innovation Park  
(SPARK) (UAE)



**Milos  
Milovanovic**

Partner, GainingEdge;  
ex-Head of the National  
Convention Bureau (Serbia)



**Dinku  
Bizualem Getu**

Acting CEO, Ethiopia Convention  
Bureau (Ethiopia)



MEET GLOBAL  
MICE CONGRESS

# BUSINESS PROGRAMME

## DAY 2

DECEMBER 18, 2025

up to  
450 pax

Amphitheater Hall

10:00 – 10:45

*Keynote speaker*



**Sergei Minaev**

Writer, media manager,  
journalist (Russia)

**Meaningful Experiences: How Content Became the Event's Main Attraction**

Today, an event's success is defined by the depth of its meaning and the quality of audience engagement. People vote with their time, choosing experiences that deliver real value—knowledge, emotion, a sense of community, and personal growth. Content is no longer a mere “filler”; it has become the core magnet that builds a lasting connection with participants.

Drawing on real-world projects — from large-scale forums to intimate networking sessions — the speaker will explore a methodology for creating a powerful content core that drives engagement before, during, and long after the event.

Amphitheater Hall

10:45 – 12:00

up to  
450 pax

Plenary discussion

The Future of MICE: Unlocking New Pathways to Growth

Business tourism is an industry that is highly sensitive to shifts in the global economy and geopolitics. As relations between traditional MICE hubs weaken, the flow of business travel between them declines.

At the same time, the sector is demonstrating remarkable adaptability to new challenges. MICE companies are optimising their business processes while upholding high service standards, and streamlined international logistics are creating pathways for new MICE destinations. Furthermore, the cultural diversity across the BRICS countries and the Global South enables the creation of unique MICE offerings, presenting opportunities previously overlooked by both clients and agencies.

During this session, business representatives will discuss the global changes reshaping the MICE industry and their impact on business, as well as the significant growth opportunities now emerging within the BRICS and Global South landscape.

Topics for Discussion:

- 01 Navigating Global Change.** What challenges is the business tourism industry facing in an era of global transformation, and how is the client profile evolving?
- 02 Client Relations in a New Era.** How are companies adapting to shifts in MICE client behaviour, and what are the keys to building sustainable, long-term relationships?
- 03 The Future of MICE Hospitality.** In this new landscape, how can hotels and venues maintain their competitive edge?
- 04 Transport Connectivity.** How can transport links to and within the BRICS countries and the Global South keep pace with the growing demands of the MICE industry?
- 05 Emerging Destinations.** Are these new destinations an opportunity to create a unique selling proposition (USP) for clients, or do they represent an additional operational cost for businesses?
- 06 Technology as a Growth Driver.** How are global tech trends impacting the business tourism sector, and what opportunities do new technologies unlock for the industry?
- 07 The Formula for Growth.** In a constantly changing market, are there universal principles that can still guarantee sustainable business growth?

Moderator:



Kirill  
Tokarev

Editor-in-Chief,  
RBC TV (Russia)

Speakers:



Marcus  
Lee

CEO,  
China Travel Online



Hosea Andreas  
Runkat

Chairman,  
Indonesian Exhibition  
Companies  
Association



Sabbas  
Joseph

Founder, Wizcraft Group  
(India)



Nitin  
Sachdeva

President, SITE Global,  
Managing Director,  
HelmsBriscoe (India)



Ashraf  
Ghoorun

CEO,  
Tam Tam  
(Mauritius)



Andrey  
Zinkovetsky

CEO, Aeroclub Tour  
(Russia)



Alexey  
Yuzhakov

Chairman  
of the Board,  
Promobot (Russia)



Ardi

Robot,  
W-EXPO, Promobot  
(Russia)

up to 70  
pax

Seliger Hall / Tracks “Meetings & Incentives” and “Technology”

12:30 - 13:30

Case presentation

***Working with VIP Clients and their Requests in the MICE Industry***

Experts from key destinations — Turkey, Egypt, and Thailand — will share how to work with VIP client requests within the specific context of their countries. Muhammed Raim (Divi DMC) will focus on the nuances of the Turkish market, Mustafa Khalil (Royal Manta Travel) will unpack the Egyptian experience, and Dasha Zueva (Kingdom DMC Thailand) will present the Thai perspective: from solving the most complex challenges to turning them into tangible market opportunities. Practical insights for those who want to deliver not just services, but an exceptional experience.

***Moderator:***



**Daniel Hawkins**

Journalist, TV Host (UK)

***Speakers:***



**Muhammed Raim**

Sales Director,  
Divi DMC (Turkiye)



**Moustafa Khalil**

CEO,  
Royal Manta Travel (Egypt)



**Dasha Zueva**

General Manager,  
Kingdom DMC Thailand



up to 70  
pax

Seliger Hall / Tracks “Meetings & Incentives” and “Technology”

13:45 – 14:45

Panel discussion  
MICE 5.0: How Neurotechnology and AI are Shaping the Future of Business Travel

MICE companies are actively integrating neurotechnology and artificial intelligence into their operations.

On the one hand, this enables the optimisation of business processes and reductions in costs. On the other hand, these tools allow organisers to rethink event content, leverage the trend towards personalisation, and develop qualitatively new products. Today, adopting such technologies is a key success factor for companies in the MICE sector.

Topics for Discussion:

- 01 AI for Business Efficiency.** How can AI be leveraged today to enhance client management and streamline routine operations within a MICE company?
- 02 The MICE Tech Stack.** What specific neurotechnology and AI-powered tools are MICE companies currently adopting to gain a competitive edge?
- 03 Crafting Memorable Experiences.** What are the key technological trends and successful case studies in using tech to create powerful delegate engagement?
- 04 Data Privacy in the Age of AI.** What are the best practices for protecting personal data and ensuring client privacy in a tech-driven MICE industry?
- 05 The Generation Z Effect.** Changes in the expectations and behaviour of corporate travellers — how they affect products and services.

Moderator:



Liliya  
Fedorova

Founder and CEO,  
Avantage Project (Russia)

Speakers:



Prashant  
Pansare

Founder and CEO,  
Rubiscape (India)



Rui  
Kang

Chairman and CEO,  
NiDing Travel (China)



Julia  
Lipatova

CEO, Aeroclub,  
Member of the Board,  
Union of Business Travel Agencies (Russia)



Darya  
Kochetkova

Managing Director,  
Ostrovok B2B (Russia)



Alexey  
Lukatsky

Chief Evangelist Officer,  
Positive Technologies (Russia)

Seliger Hall / Tracks “Meetings & Incentives” and “Technology”

15:00 – 16:00

up to 70  
pax

Panel discussion

**The Experience Economy in MICE: How to Monetise Client Emotions?**

The experience economy is a trend focused on selling emotions and delivering unique experiences. In a highly competitive environment, customers of the MICE industry want more than just a high-quality event; they want meaningful experiences and personal involvement.

Combining this concept with a sound financial strategy enables companies to go beyond material benefits. By creating emotionally meaningful events, companies foster deep customer loyalty and open new avenues for growth and increased profitability.

During the session, experts will discuss how applying the experience economy is becoming the key to strengthening loyalty and financial success in the MICE industry.

Topics for Discussion:

**01 The experience economy in the MICE industry:** a short-term trend or a new reality for business?

**02 From customer to co-creator.** How to turn a customer into a partner and involve them in event development to achieve high-quality outcomes?

**03 Emotion design.** New formats of activities that focus on customer emotions.

**04 The evolution of sales strategy.** How customer needs are changing sales strategy and how to sell emotions instead of products?

**05 The win-win strategy.** How to find a balance between guest emotions and the organiser's business goals.

**06 Choosing a venue in the experience economy.** How to choose a venue for a new-format event.

Moderator:



**Lina Moskvina**

CEO and Editor-in-Chief,  
MICE&more (Russia)

Speakers:



**Ahmet Shahin**

Managing Partner,  
Blue MICE DMC (Turkiye)



**Anam Ahmad**

Founder and Chief  
Creative Officer,  
The Hanging House (UAE)



**Viktoria Grigoreva**

Deputy Director Congress &  
Exhibition Department,  
Exhibition of Achievements of the  
National Economy (VDNH) (Russia)



**Fedor Elyutin**

Founder and CEO,  
Impresário Theatrical Production  
Company (Russia)



**Olga Stepanenko**

MICE Director,  
IBC Corporate Travel (Russia)

up to  
150 pax

Press Hall / Track “Business”

12:30 – 13:30

Panel discussion  
**Defining Event Success: Aligning Client and Agency Viewpoints**

The effectiveness of a business event is the primary indicator of its success and prospects, but how should it be assessed? It all depends on which perspective you assess it from.

When it comes to the event's client, they are usually interested in two sets of data: financial indicators and the event's evaluation by its attendees. In turn, for MICE agencies as service providers, positive feedback from clients is extremely important, including feedback on the quality of project delivery.

Although methods and tools for evaluating events vary, both clients and service providers agree that defining the goals of the upcoming event is the first – and a very important – step towards evaluating its effectiveness.

During the session, experts will discuss metrics and tools that help conduct a robust analysis of an event, both from the client's and the service provider's perspectives.

Topics for Discussion:

- 01 Partnership between the client and the service provider.** Is it possible to find a balance between the interests of the client and the service provider? Or is the client always right?
- 02 Urban and commercial projects.** How does performance evaluation differ?
- 03 On the way to financial sustainability.** How can the self-sufficiency of business events be ensured?
- 04 Comprehensive evaluation.** What methods and tools are used for evaluating business events?
- 05 Development and trends.** How have approaches to evaluating the effectiveness of business events changed in recent years?

Moderator:



**Anna  
Zaitseva**

CEO, REDDAY (Russia)

Speakers:



**Tachay  
Savasheri**

Director of Operations.  
Elit Luxury DMC (Turkiye)



**Anastasia  
Popova**

MICE Director,  
Moscow City Tourism  
Committee (Russia)



**Natalia  
Lipets**

Executive Director,  
Academservice (Russia)



**Galina  
Polischuk**

Managing Director,  
Vipservice Corporate  
Business (Russia)



**Ulyana  
Botvinkina**

Event Marketing Director B2B,  
Rostelecom (Russia)



до 150  
человек

Press Hall / Track “Business”

13:45 – 14:45

Case presentation

**How to Grow from a Small MICE Agency into a Company with a Large Portfolio of Projects?**

How can a company make a significant leap forward while withstanding market turbulence? Two founders who have successfully navigated this journey will share their formula. Ekaterina Liseycheva (Mandarin Fox) will reveal universal principles that have proven effective between 2016 and 2025, helping companies not only to grow but also to remain resilient in tough market conditions. She will explain how to scale through proprietary projects and why it is crucial to invest in experimentation, even during crises.

Alexander Shumovich (Eventum Premo) will talk about a painful but necessary transition: why a domestic industry leader becomes a newcomer abroad, how to learn to say “no,” and why true global success requires hands-on engagement. Invaluable experience for ambitious leaders.

*Moderator:*



**Oleg  
Terebenin**

CEO,  
Visit Murmansk (Russia)

*Speakers:*



**Ekaterina  
Liseycheva**

Founder and CEO,  
Mandarin Fox (Russia)



**Alexander  
Shumovich**

CEO,  
Eventum Premo (Russia)



Press Hall / Track “Business”

15:00 – 16:00

до 150  
человек

Panel discussion  
**Incentive Travel from Asian Clients: A Chance to Win the Big Game**

The Asian MICE market is experiencing rapid growth, with local companies regularly organising business events abroad and participating in large-scale incentive travel programmes. However, succeeding in this market requires host destinations and MICE providers to have a deep understanding of its unique cultural context and business etiquette. The priorities, requirements, and decision-making processes of Asian clients are highly specific. Success depends on a provider’s ability to offer more than just venues and logistics; it requires building relationships of trust, grounded in respect for tradition and a deep understanding of core motivations.

The speakers will discuss strategies for effective destination positioning and identify key service aspects that providers should emphasise to attract and retain demanding partners from various Asian countries.

Topics for Discussion:

**01 The Nuances of MICE Clients Across Asia.** What are the common threads and key distinctions in requests from different sub-regions?

**02 Authenticity vs. Adaptability.** Should a destination’s MICE offering prioritise showcasing its unique, authentic culture or demonstrate maximum flexibility to client requests?

**03 The Value Equation.** For clients across Asia, what holds more weight —budgetary constraints or service quality? How can providers strike the optimal balance between these two factors?

**04 Marketing and Communications.** What are the most successful marketing and communication strategies for reaching and resonating with diverse audiences across Asia? How can service providers prepare to work with clients from different Asian sub-regions?

Moderator:



**Aleksandr Lvov**

Chairman,  
World without  
Borders Association Council (Russia)

Speakers:



**Boyang Shen**

Founder and CEO,  
Shanghai Glopen  
Travel Agency (China)



**Mint Leong**

President,  
Malaysian Inbound Tourism  
Association (MITA),  
Managing Director,  
Sunflower Holidays (Malaysia)



**Natalia Naboychenko**

Minister of Tourism  
of Primorye Region  
(Russia)



**Oleg Terebenin**

CEO,  
Visit Murmansk (Russia)



**Mariya Grishina**

Deputy Director  
for Federal Projects,  
Cosmos Hospitality Academy  
(Russia)



**Marina Levchenko**

CEO,  
Tari Travel Group (Russia)

First Row Expert:

# MICE PRESENTATION OF DESTINATIONS



## Hall A MICE Presentation of Destinations

## Hall B MICE Presentation of Destinations

12:30 – 12:45	<b>12:30 – 12:45 Tyumen Region</b> <b>Speaker:</b> Olga Naumova, Head of Development and Promotion, Tyumen Region Tourism and Promotion Agency
12:45 – 13:00	<b>12:45 – 13:00 Republic of Tatarstan</b> <b>Speaker:</b> Sergey Ivanov, Chairman, State Committee of the Republic of Tatarstan for Tourism
13:00 – 13:15	<b>13:00 – 13:15 Sverdlovsk Region</b> <b>Speaker:</b> Evgeniy Tarasevich, Deputy Director of the Investment Promotion Agency of the Sverdlovsk Region, Head of Congress Bureau
13:15 – 13:30	<b>13:15 – 13:30 Republic of Buryatia</b> <b>Speaker:</b> Aldar Dorzhiev, Minister of Tourism of the Republic of Buryatia
13:30 – 13:45	<b>13:30 – 13:45 15 minute break</b>
13:45 – 14:00	<b>13:45 – 14:00 St. Petersburg</b> <b>Speaker:</b> Evgeny Pankevich, Chairman, Committee for Tourism Development of St. Petersburg
14:00 – 14:15	<b>14:00 – 14:15 Jordan</b> <b>Speaker:</b> Majd Abu Arqub, Area Marketing Manager, Tourism Board, Jordan
14:15 – 14:30	<b>14:15 – 14:30 Republic of Armenia</b> <b>Speaker:</b> Gayane Kocharyan, Business Development Manager, Meet Dilijan
14:30 – 14:45	<b>14:30 – 14:45 Krasnodar Region</b> <b>Speaker:</b> Faina Mirimova, Head of the Department for Program Implementation and Interregional Cooperation, Ministry of Resorts, Tourism and Olympic Heritage of Krasnodar Region

12:30 – 12:45	<b>12:30 – 12:45 Moscow Region</b> <b>Speaker:</b> Maria Bayukh, Deputy Minister of Culture and Tourism of the Moscow Region
12:45 – 13:00	<b>12:45 – 13:00 Peru</b> <b>Speaker:</b> Vladimir Kucheryavykh, Trade and Tourism Specialist, Promperu
13:00 – 13:15	<b>13:00 – 13:15 Vladimir Region</b> <b>Speaker:</b> Marina Markova, Director, Tourist Information Centre of Vladimir Region
13:15 – 13:30	<b>13:15 – 13:30 Primorsky Krai</b> <b>Speaker:</b> Natalia Naboychenko, Minister of Tourism of Primorsky Region
13:30 – 13:45	<b>13:30 – 13:45 15 minute break</b>
13:45 – 14:00	<b>13:45 – 14:00 Krasnoyarsk Region</b> <b>Speaker:</b> Elena Nedbaylo, Head, Tourism Agency of Krasnoyarsk Region
14:00 – 14:15	<b>14:00 – 14:15 Murmansk region</b> <b>Speaker:</b> Marta Govor, Minister of Tourism and Entrepreneurship of the Murmansk Region
14:15 – 14:30	<b>14:15 – 14:30 Chechen Republic</b> <b>Speaker:</b> Muslim Baytaziev, Minister of Tourism of the Chechen Republic