SYNOPSIS ON THE TOPIC

Events

Policies, practices, technologies and strategies that are reshaping the sector, with particular attention on how platforms engage global audiences and spur economic development.

With support from the Russian Convention Bureau

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How will the event industry change after the pandemic is over: results of the study have been published investigating the influence exercised by the spread of COVID-19 crisis on development of the Russian event industry

The Exhibition Scientific Research Center (VNITS) R&C, in cooperation with the Russian Convention Bureau, the Russian Union of Exhibitions and Fairs and the Union of Exhibition Developers with the support of the Roscongress Fund, has conducted a marketing study into the impact of the crisis caused by the COVID-19 coronavirus on development of the Russian event industry.
**ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM 2019**

**Key Principles for Establishing Tourist and Recreational Zones**

📅 6 June 2019  ⏰ 11:00–12:15

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**Moderator**

Nikolay Korzhenevsky  
Economic Observer, Russia 24 TV Channel

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**KEY CONCLUSIONS**

Tourism industry can significantly contribute to the socio-economic development of the country

According to international statistics, we have 0.49 trips for each citizen. Tourism reflects the quality of life; making tourism affordable for every citizen, so that this figure is at least 1 trip, would mean that the industry is developed. <…> Outbound tourism accounts for over 40 billion dollars, and there is also potential here. Of course, we would like to increase the inbound and outbound tourism by at least 20 billion dollars — Olga Golodets, Deputy Prime Minister of the Russian Federation.

Why do we want to develop domestic tourism? To cure the society of xenophobia. <…> It is an ideological task <…> Tourism development leads to a better social well-being — Mikhail Degtyarev, Chairman of the Committee for Physical Culture, Sport, Tourism, and Youth Affairs, State Duma of the Federal Assembly of the Russian Federation.

Infrastructure is an essential prerequisite for tourism development

Infrastructural restrictions are a serious impediment for investment and tourist inflow <…> We have the Belokurikha resort, a very popular place. As soon as we constructed a road and a drainage, provided water and power supply as part of the tourism programme, a new resort was built, Belokurikha-2, as well as Rodonovaya Truba. <…> For one rouble of state funds there are over three roubles of private investment. Social and economic impact from these investments is one of the best due to its multiplicative effect — Olga Golodets, Deputy Prime Minister of the Russian Federation.
KEY CONCLUSIONS

Event tourism can become a driver of economic growth

Events can become a driver for the growth of the entire region, not only the economy, but also the development of the city itself, the region, etc. — Vasily Grebennikov, Deputy General Director, Far East Development Fund.

The economy of event tourism can make a substantial contribution to the country’s national wealth: China already has 3% of the economy, which equals to USD 700 billion — this is the tourism industry — Alexey Muratov, Partner, KB Strelka.

Events change the world in many ways. We consider the events that take place in different countries, primarily for the economic effect, both for the budget of the country and the region and for the business that is in the event industry — Alexey Kalachev, Chief Executive Officer, Russia Convention Bureau.

The state of infrastructure is an essential factor in the development of event tourism

Probably, there is no direct correlation between the quality of life and the comfort of the urban environment on the one hand, and the rate and success of the event industry on the other, but there is a great deal of interdependence — Alexey Muratov, Partner, KB Strelka.

There are several criteria the organizers of an event take into account. First of all, it is the availability of infrastructure, it is transport logistics, and it is the culture of nations and regions, potential sites for events, the availability of hotels. <...> These criteria are decisive — Alexey Kalachev, Chief Executive Officer, Russia Convention Bureau.

The Far East successfully develops the event business

Over the past four years, Vladivostok has risen from 10th to 6th place in the rating of event activity of the regions and has maintained this position for two years — Alexey Kalachev, Chief Executive Officer, Russia Convention Bureau.

The number of events we host is growing, from about 100, which took place immediately after the opening of the
university, we have already reached a figure of over 300 events per year, of which more than 80 are with international participation. This is for the university site only — Nikita Anisimov, Rector, Far Eastern Federal University (FEFU).

ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM 2018

Event Infrastructure – An Investment in Quality
📅 26 May 2018  ⏰ 11:45–13:00

Moderator
Maxim Safonov
Director, Green Capital Alliance; Professor, Russian Presidential Academy of National Economy and Public Administration (RANEPA)

The broadcast ➔
## Speakers and experts

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<th>Position</th>
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<td><strong>Pavel Kolobkov</strong></td>
<td>Minister of Sport of the Russian Federation (until 21.01.2020)</td>
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<td><strong>Zhou Ligun</strong></td>
<td>President, Elus Union of Chinese Entrepreneurs</td>
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<td><strong>Hassan Al Thawadi</strong></td>
<td>Secretary General, Supreme Committee for Delivery and Legacy for 2022 FIFA World Cup</td>
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<td><strong>Olga Tkacheva</strong></td>
<td>Deputy General Director for Strategic Development and Marketing, Flotiliya</td>
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<td><strong>Petr Ivanov</strong></td>
<td>General Director of Federal Passenger Company</td>
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<td><strong>Gilberto Silva</strong></td>
<td>World Cup Winner and Arsenal Invincible</td>
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<td><strong>Khasan Timizhev</strong></td>
<td>General Director, Northern Caucasus Resorts</td>
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<tr>
<td><strong>Stanislav Surovtsev</strong></td>
<td>Head of Youth Policy Department, Moscow State Institute of International Relations (MGIMO University)</td>
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**Quotes and Events**
- Pavel Kolobkov: 6 quotes, 7 events
- Zhou Ligun: 3 quotes, 6 events, 1 analytical material
- Hassan Al Thawadi: 2 quotes, 3 events
- Olga Tkacheva: 5 quotes, 8 events
- Petr Ivanov: 3 quotes, 3 events
- Gilberto Silva: 1 event
- Khasan Timizhev: 1 quote, 4 events
- Stanislav Surovtsev: 3 events
Full list of speakers and experts
The list of topics related to the selected topic

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Full list of the related topics