

Congress and Exhibition Company IMPERIA

MAIN FORUMS OF THE COUNTRY AT THE MAIN FAIRS OF RUSSIA



CONFERENCES • FORUMS • FAIRS • CONGRESSES • BTL - EVENTS



Congress and Exhibition Company "IMPERIA" organizes forums, conferences, meetings, congresses in different spheres of marketing, and also festivals, exhibitions and BTL-events.

This year Congress and Exhibition Company "IMPERIA" holds about 30 international and All-Russian forums, conferences, seminars, concerning such themes as: Consumer's market, Food industry, Marketing, Trades, Management and also branch meetings. The Company is a collective organizer attracting exhibitors of the largest exhibitions, held by CJSC "Expocenter" and ZAO "MVK". For the 20th time it will hold its own fair "Peterfood" in Saint-Petersburg and for 11th time it will hold the largest Food Forum on the North-West "Trade in the Big City".

The most important characteristics of forums and conferences held by the company are the unique atmosphere of business communication and perfect selection of the most relevant and vexed topics on plenary meetings and sections. The event programs are created with the participation of leading experts in the field, corresponding to the forum topic.

A special project of Company "IMPERIA", which is held successfully for 11 years, - Chains' Wholesale Center™ - gives an opportunity for manufacturers and providers of goods and services to offer their production directly to purchasing managers of Russian and international chains. During this period of time more than 80 Chains' Wholesale Centers™ were held, from 70 to 250 chains buyers participated in them. The statistics of Chains Procurement Center™ on "Prodexpo - 2011" is the following: 400 suppliers, 265 purchasing agents from 116 Russian and CIS retail chains.

Congress and Exhibition Company "IMPERIA" holds business events of different formats. We have an experience in holding local events (from



100 participants), and also great multiformat events (up to 17 000 participants). They are supremely organized, careful attention is paid to the quality of content and creative decisions are made. The unique data bases, wide relations and professionally trained, experienced staff guarantee the successful event, which provides the participants with the latest information concerning branch condition and perspective business contacts.

See you on the events of "Imperia"!

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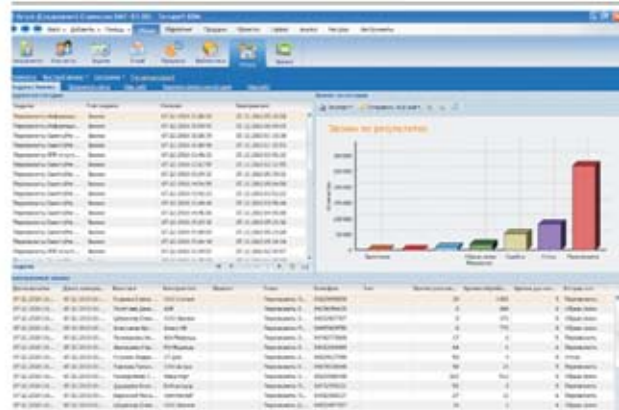
All-Russian Trade Forum on Prodexpo Fair



M. Khasis, X5 Retail Group



Automated call centre



CRM system on base Terrasoft XRM

Proven, replicated and tied technology of effective organization of forums, conferences and meetings on the specified topic. The technology is based on the following personal know-how and specialized program findings:

Congress and Exhibition Company "IMPERIA" is the sole company in Russia, which has developed the step-by-step system of conference preparation (more than 720 stages) with the description of business processes concerning each item and creation of pattern and reference book with "knowledge base" for each action. All described processes are programmed in CRM system on base Terrasoft XRM, integrated with Call Center system "Communication system Oktell IP PBX".

- "IMPERIA" has data bases including all in all about 300 000 Russian enterprises. The bases are updated every day.

- Computerized system of private address distributions enables to make electronic distributions effectively and invite the participants to the Company events.

- Own automated call-center is an appliance enabling to make 10 000 calls per day.

- The base of experts, opinion leaders, news-makers of different branches is created; a steady contact is kept with them.

Today's resources of the company allow to hold about 50 conferences per year.



Chains' Wholesale Center™ is know-how of company "Imperia", special project which is held successfully for suppliers for 11 years already. During this period of time more than 80 Wholesale Centers were organized, from 50 to 265 purchasing agents from Russian and international retail chains participated in each of them.

Chains' Wholesale Center™ is a real opportunity to hold during one day tens of conversations with purchasing agents from retail chains about production supply.

Within the bounds of Wholesale Center™ at Prodexpo-2011 400 manufacturers and distributors held individual conversations by prerecording with 265 purchasing agents from 116 retail chains. The following purchasing agents worked in Procurement Center: X5 Retail Group (chains "Pyaterochka", "Carousel", "Perekrestok"); Auchan; Dixy; Lenta; O'Key; Spar; Billa; RegionMart; Federal Procurement Union "System "T3C"; Maria-Ra and others.



265 buyers from 116 retail chains in Chains' Wholesale Center at Prodexpo-2011



Negotiations on the supply with X5 Retail Group



Negotiations on the supply with chain Auchan



Negotiations on the supply with chain Lenta



For 4 years in succession Congress and Exhibition Company “Imperia” organizes the events which give to the participants the evening of “useful rest” at one table with the necessary contractors: directors and owners of supplier companies of foodstuff have a dinner together with commercial directors and purchasing managers of international, federal and regional retail chains. Special seating and arrangement of tasting zones allow the directors of food companies to communicate in informal conditions with each necessary purchasing agent. In 2011 within the bounds of Gourmet-Banquet for Directors at Prodexpo-2011 400 suppliers could not only get acquainted but also

treat purchasing agents with their production, made and served at the highest level: each gourmet-dish was presented by supplier under its own brand. The famous special dishes from 20 countries were served at Gourmet-Banquet, among them there are the following: Spanish hamon, American steaks made of marble veal, Swiss fondue, French ratatouille, Korean mantu, Indian samosa, Uzbek shurpa and tens of other famous national delicacies. Show-ballet “Expressia” and Sergey Gribkov’s bar-show complemented the evening, during bar-show everyone could enjoy a cocktail made according to individual recipe.



Gourmet-Banquet for Directors at Prodexpo-2011



Finnish cuisine Zone



Spanish cuisine Zone



Italian cuisine Zone



Show-ballet “Expressia”



Sergey Gribkov’s bar-show



For 20 years International Food Fair "Peterfood" is the main basis for making business contact and promotion of foodstuff on the North-West.

"Peterfood" is the sole fair in country which guarantees to exhibitors a contact with purchasing agents from retail chains right on the booths.



International Food Fair "Peterfood"



"Peterfood-2010" inauguration



Food Forum "Trade in the Big City"



Negotiations on the supply with chain GK "Viktoria"



Negotiations on the supply with X5 Retail Group





Group of events, covering all spheres of food business in Russia is held once a year in Moscow and combines: All-Russian Trade Forum; All-Russian Food Forum; extended Chains Procure-

ment Center™; Private Label Exchange; contests “Chains choice” and “Innovation product”; All-Russian Gourmet-Banquet for Directors.



VI All-Russian Trade Forum



Presidium of the Forum



Chains' Wholesale Center™



Negotiations on the supply with X5 Retail Group



Gourmet-Banquet for Directors at Prodexpo-2011



Spanish cuisine Zone on the Gourmet-Banquet



Winners of the contest get awards



All-Russian Business-Forum “Federal Trade Law”

In view of a new Trade Law adoption, All-Russian Business-Forum “Federal Trade Law - New stage of Chains and Suppliers relations” was held in June, 2010. This event became regular, it com-

bins manufacturers, authority and retail with a view to modernize the Law. The Third Forum concerning Trade Law will be held in June, 2011.



O. Sazanov, MinPromTorg of Russia



L. Khasis, X5 Retail Group



E. Fedorov, State Duma of Russia



A. Borisov, RCCI



A. Berestov, State Duma of Russia



A. Tsyganov, FAS of Russia



M. Protasov, Rusprodsouz



D. Yacobashvili, Rusbrand



I. Belonovskiy, ACORT



All-Russian Meeting of milk products industry

All-Russian meeting of dairy industry (Moscow, VVC) was held on March, 14th 2011, where SOYUZMOLOKO showed concrete results of constructive engagement of industry associations, market participants and authorities. The congress

opened by Viktor Zubkov, First Deputy Prime Minister of Russia and Andrei Danilenko, Chairman of the Board SOYUZMOLOKO.



V. Zubkov, First Deputy Prime Minister of Russia



A. Danilenko, Chairman of the Board SOYUZMOLOKO



E. Skrynnik, Minister of Agriculture of Russia



G. Onishchenko, Head of Rospotrebnadzor of Russia



Front row: M. Blonde, Minister of Agriculture and Foodstuffs of Belarus



Signing of agreement between SOYUZMOLOKO and MICEX



Signing of agreement between SOYUZMOLOKO and Rosagroleasing



On the sidelines: V. Zubkov, Russian Government and M. Rusyi, Ministry of Agriculture of Belarus



V. Zakhar'yashchev, State Duma



All-Russian Meeting of Independent Chains is annual main event of regional retail. In 2010 at the event, which was held by Congress and exhibition

company "Imperia" Chains Wholesale Center™ of Independent Chains Union was organized for the first time.



All-Russian Meeting of Independent Chains-2010



Chains Wholesale Center™



Presidium of the meeting



V. Drobiz, CIFRRA



A. Pirozhenko, Ministry of Economic Development of Russia



All-Russian Anti-crisis Forum for the first time was held successfully in April, 2009, and since then it is held 3 times a year in Moscow and Saint-Petersburg (together with business newspaper “Vedomosti”). The problems of consumer’s market in

the context of financial crisis, and also analytics, projections, researches of FMCG market are discussed within the Forum program.



IV All-Russian Anti-crisis Forum



M. Khazin, NeoCon



Plenary Session



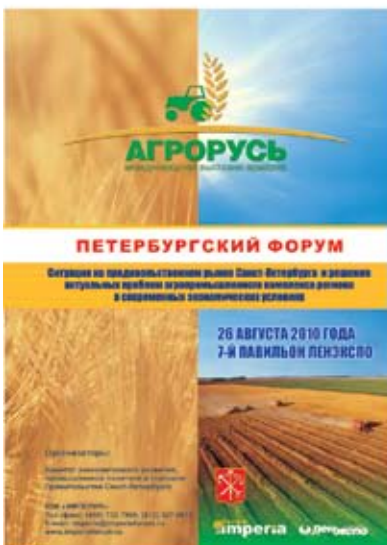
Chains Wholesale Center™



Negotiations on the supply with chain Metro C&C

Congress and Exhibition Company “Imperia” holds Specialized Business-Forums on exhibitions of Konsumexpo, Prodexpo, EvroExpoMebel, Rosu-

pak, Agrorus, Mir detstva, Agroprodmash, Peterfood, Khimiya, Seafood Russia, IFE Fresh Produce, Interdrink, Drinkexpo and others.



Искусство-
Музыка-
Вино

Since 2004 Congress and Exhibition Company "Imperia" has organized annual promenade-concert "Art-Music-Wine"; every time it is unique and

unforgettable festival for judges of good music, delicate drinks and pleasant atmosphere of warm June evening in Letniy Sad.



Annual promenade-concert "Art-Music-Wine"



Symphony orchestra



Ceremony "Swans at present to Letniy Sad"



I. Butman, world famous jazzman



Fireworks



In 2000 Company “Imperia” developed and realized a conception of ethnographic complex “Russian village “Shuvalovka”. The group unique buildings made according to traditions of Russian wooden architecture of XVIII and XIX centuries is presented on the territory of “Shuvalovka”. The following

buildings are included into complex: hotel, restaurant, smithery, pottery, ethnographic house (built according to the drawings of Novgorod peasant house of XIX century), mill and a chapel of the Nativity of the Most Holy Mother of God.



Restaurant “Sobranie”



Chapel of the Nativity of the Most Holy Mother of God



Museum of Russian Vodka



Interior of the hotel “Koshel”



Hotel “Koshel”



Smithery