

International MICE Industry Consortium (IMC) as an instrument of national and regional economy and business tourism development



Official website

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Consortium's goal

Uniting state and public organizations, entrepreneurs, non-profit organizations of BRICS, SCO, CIS and other interested states for development of international cooperation in the event sphere, support of congress and exhibition activity and business tourism



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- implementation of joint projects in the field of MICE contributing to the development of the industry;
- assistance to participants in the implementation and development of their own projects in terms of attracting foreign exhibitors to exhibitions, foreign delegates to business events;
- increasing the presence of participants in international markets through the organization of business missions, collective stands and other formats of mutual participation in each other's projects;
- implementation of economic projects and programmes;
- conducting joint research in MICE sphere;
- organization of study and sharing of Consortium participants' expertise;
- creation of joint educational programs for MICE industry;
- organization of mutual information support of participants and their projects;
- creation of an international database of the industry through the production of electronic research, educational and information materials of the Consortium.



Economic background of IMC creation

Over the past decade, **BRICS** member States' mutual investment has increased sixfold and their investment in the global economy has doubled.

Total exports reached 20 per cent of the world total.

Russian trade turnover with BRICS partners increased by 40.5% to more than \$230 billion. In the first half of 2023, this indicator increased by 35.6% - to 134.7 billion dollars.



Economic background of IMC creation

Russian trade with the countries of the **Shanghai Cooperation Organization** (SCO) increased in 2022 by 36.7% compared to the previous year and reached \$262.6 billion.

Russia's exports to the SCO countries grew by 51.1% (to \$159.1 billion), imports - by 19.2% (to \$103.4 billion).



Economic background of IMC creation

In the first nine months of 2022, Russia's trade with the **CIS** grew by 6.8%.

Exports rose by 1.2%, to 45.9 billion dollars, imports - by 18.1%, to 26.7 billion.

The share of Russian trade in goods with the CIS countries reached almost 11.5 per cent of the total trade turnover.



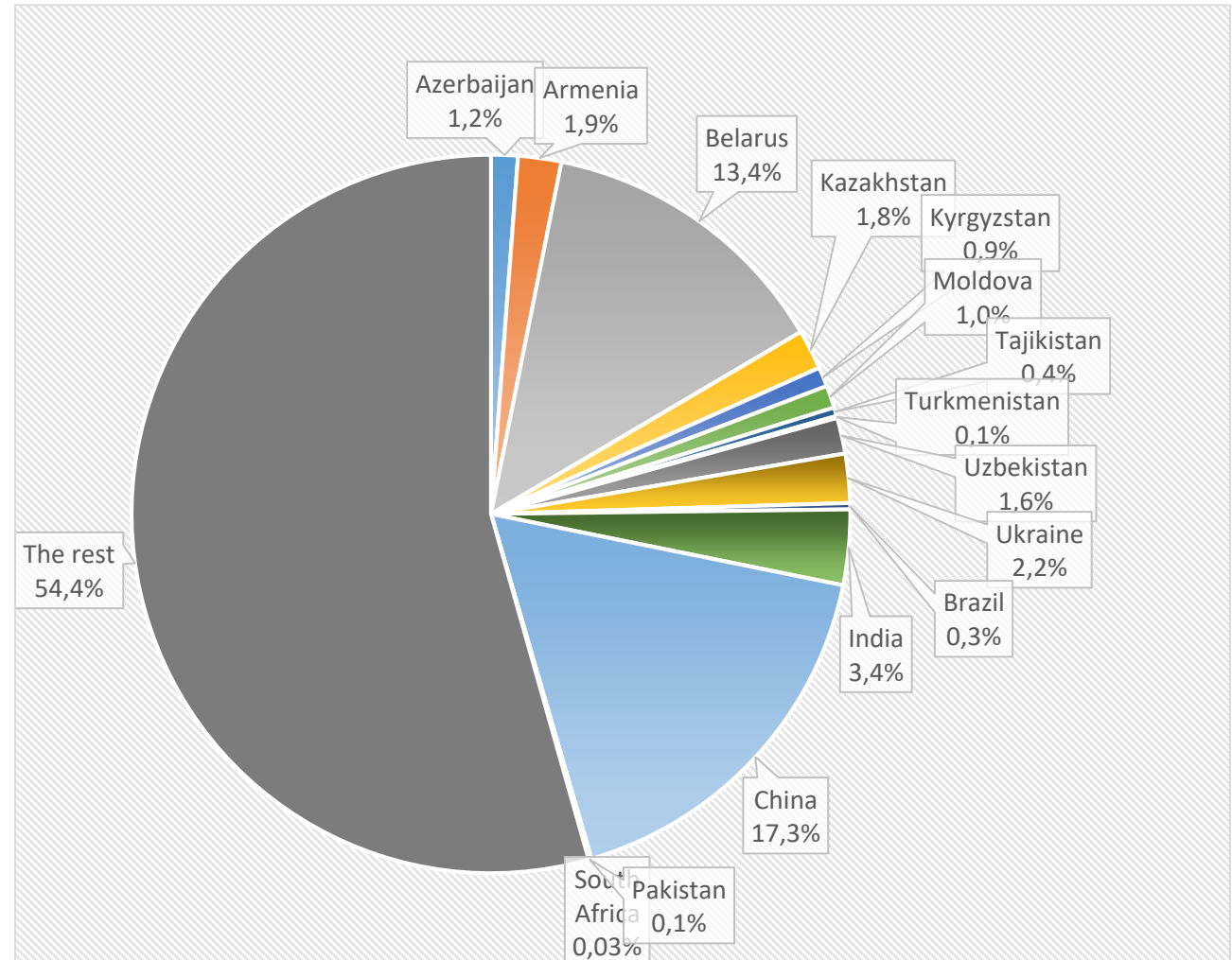
RUEF Statistics 2022

Participation of BRICS, SCO, CIS countries in Russian exhibitions



IMC International
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Country	Exhibitors	Exhibitions
China	792	75
Belarus	613	128
India	155	23
Ukraine	101	19
Armenia	89	21
Kazakhstan	82	29
Uzbekistan	74	24
Azerbaijan	55	8
Moldova	46	15
Kyrgyzstan	40	9
Tajikistan	18	10
Brazil	13	3
Turkmenistan	4	3
Pakistan	4	3
South Africa	2	2



Consortium membership for today



IMC

International
MICE Industry
Consortium

11 countries

17 companies

Russia



- RUEF
- ALDISAR
- A5000
- CTO Congress

China



- Shanghai Exhibition and Convention Association
- Intop international exhibition Ltd

India



- Salvia Promoters Pvt Ltd

Indonesia



- Maju Indonesia Rusia
- Indonesia Diaspor Network

South Africa



- Inkanyezi Event Organizers

Portugal



- NewEvents Global

Egypt



- Arab Union for International Exhibitions and Conferences

Tunis



- Cyberstone International

Abkhazia



- Abkhazia CCI

Uzbekistan



- CAEx
- SAYS International

Belarus



- BelExpo

What does participation in Consortium give?

- Helping participants in developing their projects by attracting exhibitors and buyers to the exhibitions
- Expanding the geography of business participants, international partners and clients
- Opportunity to influence the industry development through Consortium initiatives
- Obtaining reliable statistical information through joint research
- Sharing experiences and best practices
- Opportunity to train the employees of the participating companies within the framework of joint educational programmes
- Special prices for participation in Consortium participants' events
- Promotion of participants' businesses and industry in general through mutual information support, organization of business missions and collective stands



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Legal and organizational form. Financing

- The Consortium is an association of companies and organizations that voluntarily unite to coordinate their activities in order to achieve a specific goal.
- The Consortium may consist of state, public, non-profit organizations, enterprises of large, medium and small business, etc.
- The companies of the association retain their full economic and legal independence.
- Membership in the consortium is voluntary and can be withdrawn at any time.
- The Consortium is formed without the formation of a legal entity, but may subsequently be transformed into a legal entity.
- The Consortium's regulatory framework is developed and adopted by Consortium members as required.
- The Consortium can be financed by:

Participants' own and attracted funds,

State programmes and grants;

International development funds and institutions



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Expected results

Results	KPI
Consolidation of MICE industry companies from different countries	<ul style="list-style-type: none">• Number of Consortium participants• Number of countries represented
Increase the presence of Consortium participants in international markets	<ul style="list-style-type: none">• Number of business missions organized• Number of participants and visitors at exhibitions and congresses organized by Consortium members
Intensification of research and methodological activities in the industry	<ul style="list-style-type: none">• Number of researches conducted and published• Number of guidance materials published
Improving the quality of education in the industry	<ul style="list-style-type: none">• Number of educational activities carried out• Number of materials in the knowledge base



Tasks



- implementation of joint projects in the MICE sphere;
- assistance to the Participants in the implementation and development of their own projects;
- organization of business missions, collective stands and other formats of mutual participation in the projects of Participants;
- conducting industry research;
- exchange and study of experience;
- implementation of educational projects for the industry;
- information partnership;
- issue of research, education and information materials

News

All Events Announcements Interview



MICE Consortium is expanding

a new agreement is signed at the forum in Moscow



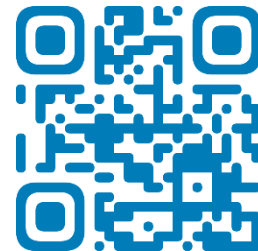
Expanding the geography of cooperation

Within the framework of the XII Eurasian Event Forum, an



The first agreement was signed within the framework of the MICE Industry Consortium

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RUEF as initiator of the Consortium creation

The Russian Union of Exhibitions and Fairs (RUEF) is an association of leading Russian exhibition organizers, owners of exhibition centers, service companies operating in the industry of exhibitions, fairs, congresses and events, as well as representatives of the exhibition business of the CIS countries.

RUEF was founded in 1991.

Today RUEF unites

137 members,

among them:

- 69 organizers
- 15 organizers with own venue
- 7 exhibition venues
- 46 service companies

RUEF as initiator of the Consortium creation



Contact person



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