



CONNECTING
YOUR BUSINESS
TO THE WORLD

Expo ID

Governmental Initiatives as
PR / GR newsbreak



Electronic visas

Background

- Electronic visas for foreigners - part of the national project
- Start - 2021
- Automated border pass
- E-visa and an e-migration card
- Federal project “Digital government” of the National program “Digital Economy”
- Supported by Vladimir Putin, The President of Russia (Fan ID positive experience)
- Responsible: the Ministry of Digital Development, Communications and Mass Communications (Minkomsvyaz), the Ministry of Transport and the FSB

Electronic visas

Background

- The increase in revenues from inbound tourism is one of the tasks set by President Vladimir Putin in March 2018
- Exports of services in the category of travel with tourist, medical and educational purposes in 2024 should reach \$ 15.47 billion
(Now by the end of 2017 – only \$ 8.95 billion)
- Ministry of Foreign Affairs supported with special view: “principle of reciprocity” in visa issues

Electronic visas

International exhibition organizer's view

- 18 ITE events in 2018 attended by 250 000+ visitors
- 20 000+ foreigners (business, science and government representatives)
- E-visas would significantly increase the flow of foreign entrepreneurs
- We plan to send the Expo ID project directly to the President
- We launched the exhibitors and visitors survey: Pro or Contra e-visas?

The Survey

Data Base of the Survey

- **MITT:**
 - 6500+ exhibitors
 - 150 000+ visitors
- **Securika Moscow:**
 - 2000+ exhibitors
- **TransRussia:**
 - 800+ exhibitors
- **MosBuild:**
 - 2000+ exhibitors
 - 200 000+ visitors

11 300+ exhibitors
350 000+ visitors

Promotion

PR / GR promotion possibilities

- Special Events: briefings with high level governmental bodies
- Newsbreaks
- Exhibition sites – promotion of Survey results
- Social media accounts of ITE exhibitions