

# **Russian-Swedish Tourism Forum**

## **Programme & Participants**

**The Russian Trade Representation**  
**Stockholm, 20 September 2018**

## Welcoming words

Dear friends,

The Russian Trade Representation is very pleased to hold the First Russian-Swedish Tourism Forum which is an important part of the development of the Russian-Swedish relations. The objective of the Forum is to share knowledge about Russian market of tourism services since the Russian Federation has a lot to offer: ecotourism, fishing and hunting, medical services, event-tourism and much more.

The First Forum whether it is tourism or any other sphere is always a great responsibility for the organizers. We hope that our Forum will become an annual event where Russian and Swedish colleagues can meet at our premises and conduct a constructive dialogue.

We are looking forward to presentations of the participants where ideas on the way to develop mutual relations in the sphere of tourism will be discussed. We hope that this Forum will generate new opportunities for deepened partnership and collaboration in the tourism field.

Yours sincerely,

The Russian Trade Representation

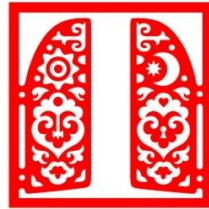
Ministry for Industry and Trade of the Russian Federation

## Russian participants



**Pristine  
Russia**  
All-Russian nature  
festival

fotocult.ru



**Visit  
Tatarstan**



## Programme

### *8.30-9.00 Registration*

9.00-9.05 Welcoming speech

9.05-9.15 Aleksandra Kormiltseva,  
**Visit Russia**

9.15-9.25 Natalia Pervova,  
**Original Russia**

9.25-9.40 Vadim Mamontov,  
**RussiaDiscovery**

9.40-9.50 Anastasia Shakhtina,  
**State Committee on Tourism of the  
Republic of Tatarstan**

9.50-10.00 Natalya Kirusheva,  
**Fremad Russia**

10.00 – 10.10 Kira Nekrasova,  
**Intourist Thomas Cook**

10.10 – 10.20 Timur Klardzheishvili  
**Consular Section of the Russian  
Embassy in Stockholm**

*10.20-10.40 Coffee break*

10.40-10.50 Tatyana Lihograeva,  
**FoxLodge**

10.50-11.00 Johan Eriksson,  
**Aeroflot Russian Airlines**

11.00-11.10 Zakhar Polezhaev,  
**Moscow State Institute for plastic  
surgery and cosmetology**

11.10-11.20 Elena Tomilova,  
**S.N. Fyodorov Eye Microsurgery  
Federal State Institution of the Russian  
Ministry of Health (the CSTC)**

11.30-11.40 Natalia Yudina,  
**Ave Peter/Scandinavia**

11.40-11.50 Maria Afsar Nazari,  
**MariaCares Sweden AB**

11.50-12.00 Final speech

### *12.00-13.00 Networking*

## Visit Russia

**Federal State Unitary Enterprise "National Marketing Center for Tourism Visit Russia"** (Visit Russia) is a subordinate organization of the Federal Agency for Tourism of the Russian Federation, established to develop inbound tourism, promote Russian tourism products and services, popularize Russia as a destination for recreation and travel on the world tourism market.

**Visit Russia** is a source of consolidated marketing information from abroad for the Russian regions and companies, as well as travel opportunities in Russia for foreign tourist companies and travelers.

**Visit Russia** is the center for effective marketing solutions development that ensure foreign tourists demand.

**Visit Russia** is a wide range of marketing tools, i.e. media promotion, all formats advertising, event promotion, exhibitions and presentations, road shows, press tours, fam trips, etc.

**Visit Russia** is a network of National Tourist Offices Visit Russia abroad for direct B2C and B2B communications.

Nowadays Visit Russia has more than 50 NTOs in 24 countries:



### Contact:

E-mail [info@visitrussia-official.ru](mailto:info@visitrussia-official.ru)

[www.visitrussia-official.com](http://www.visitrussia-official.com)

## RussiaDiscovery

Russia is the largest country in the world in terms of area. There are 48 national parks, 5 climate zones and breathtaking landscapes. **RussiaDiscovery** will help you to visit the most amazing and remote regions of Russia and feel relaxed. We have gathered a rich experience in organizing trips. Traveling is our passion. We were in Altai and Lake Baikal, the Kola Peninsula and the Putorana Plateau, in Karelia and the Crimea, on Wrangel Island and the North Pole. We floated on rafts, went on a snowmobile, went to the mountains, ride a dogsled

In **RussiaDiscovery** collection there are more than 50 options for outdoor activities and tours to Russia for foreigners. This is usually small groups of 5-10 people, but we also organize private tours and group visits for 50 or more people.

Travelling with **RussiaDiscovery** is safely and securely. Our guides and instructors are professionals in their field. They know very well the tour itinerary and will help you to pass through difficult places. Our staff and guides speak English. Under request we can choose a guide who speaks French, German, Chinese, etc. Free call center operates 24/7. We will help you to organize a trip at all stages from the selection and purchase of travel tickets to homecoming.

**RussiaDiscovery** is included in the state register of tour operators: we can issue invitations for the visa and your trip is insured in case of financial problems of the company.

Medical insurance takes its effect as soon as you cross the border. If there's a natural disaster or an accident, you will be evacuated by helicopter from remote areas.

Entrust us the organization of your trip, open Russia with **RussiaDiscovery**!

Source: <https://www.russiadiscovery.com/>



### Contact:

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## Fremad Russia

Founded in 1993, the Fremad Russia travel agency has proven itself as a trusted, reliable supplier and partner in the travel industry. We specialize in providing private and customized travel services for individuals, groups, large incentives, conferences, and cruise passengers. Our attention to detail is the key factor leading to our success. While offering a wide variety of standard tour programs in St. Petersburg and Moscow, the Fremad Russia travel agency creates and delivers unique touring experiences that always exceed expectations of our guests.

Our products are as vast and varied as our country: from Kamchatka on the east to Brest and Kaliningrad on the west. For our tours to Moscow, St.Petersburg, Sochi, the Golden Ring tour, the Russian North tour, Russian river cruises, the Trans Siberian Railway journey, we have hand-picked quality accommodation, excursions, activities and transportation options.

At Fremad Russia, we understand the needs of our clients and look at Russian tourism from an international perspective with the insight of a local. Our focus is to offer a full range of services and products and provide a 24-hour personalised support to ensure complete satisfaction for our clients and partners.

We are a team of open-minded, flexible and experienced professionals in the travel industry. Each in our staff strives to achieve the highest level of customer service and quality. Align with the travel agency Fremad Russia for an efficient and reliable partnership, which will make your travels a marketing success and leave memorable experiences for all the guests.

Source: <https://fremad-russia.com/>

### Contact:

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Development

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Website: <https://fremad-russia.com/>







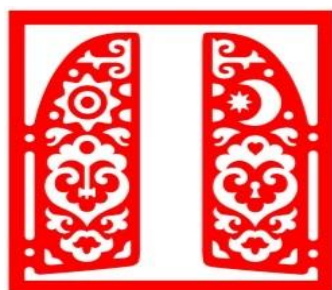
## The Republic of Tatarstan

Tatarstan is a multi-ethnic region with friendly locals. It is a land with a thousand-year history rich in natural resources, possessing a unique cultural heritage.

Tatarstan has a strong hospitality culture. Guests here are treated as a dear friend, being offered only the most delicious dishes, locals will go out of their way to make visitors feel at home.

The capital of Tatarstan is the city of Kazan. Kazan celebrated its 1000 anniversary in 2005 and keeps on growing wealthier and more beautiful. Known as “The Third Capital of Russia”, Kazan is a modern and comfortable city offering a wide array of choices to a visitor – from countless cafes and restaurants, shopping and entertainment malls to world-class sports and cultural events. There are over 150 hotels in the city, including brands of international hotel chains: Park Inn by Radisson, Ibis, Ramada and DoubleTree by Hilton.

At the website Visit Tatarstan you can get a lot of information about tours and activities as well as find accommodation, transport and much more.



# Visit Tatarstan

Official Tourism Portal of the Republic of Tatarstan: <https://visit-tatarstan.com>

### Contact:

State Committee on Tourism of the Republic of Tatarstan

T. +7 (843) 222 9020

E-mail: [tourism.rt@tatar.ru](mailto:tourism.rt@tatar.ru)

[tourism.tatarstan.ru](http://tourism.tatarstan.ru)



## Intourist Thomas Cook

INTOURIST THOMAS COOK is Russia's leading tourist company and world renown brand distinguished for its high quality services and outstanding professional competence. As a destination management specialist Intourist has gained the reputation of a trusted partner for travel arrangements in Russia and beyond. Intourist is a one-stop company to provide customized services for leisure and business travelers including accommodation, transportation, meals, guided excursions, interpreters, entry tickets, visa support, and other services required by the customer.

Our trade partners the world over benefit from a wide assortment of high quality services, flexible rates, joint promotional programs and experienced multilingual personnel. An extensive supplier base in the hotel, transport and recreational industries enables us to arrange a comfortable stay in any part of Russia and beyond.

Intourist Thomas Cook is a market leader: number one company in Russia's inbound tourism, among the top ten in outbound and domestic tourism, most respected and recognized brand internationally; over 220,000 customers a year.

Intourist Thomas Cook is a one stop company for all travel arrangements in Russia and beyond. We deliver services from A to Z, which perfectly suit the customer's needs in terms of cost, itinerary and program of stay.

### WINNER OF PROFESSIONAL AWARDS

• Superbrand of Russia's Consumer Market • Best Known Tourist Brand • Tourist Olympus • Crystal Boat • Lodestar • Travel Industry Leader

### Contact

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## The Institute of Plastic Surgery and Cosmetology

The Institute of Plastic Surgery and Cosmetology is the leading facility for aesthetic and reconstructive procedures in Russia. The Institute has recently been renovated and newly equipped. We offer a wide range of medical procedures, all performed by experienced board certified professionals. We combine innovation and technology to create the best possible experience for our patients.

The Department of Plastic Surgery is central to all the activities at the Institute. It combines the institutions' rich heritage and experience with the latest up-to-date achievements in the field of aesthetic and reconstructive surgery. Our expertise includes, but is not limited to face and neck rejuvenation, rhinoplasty, mentoplasty, liposculpting, body lifts, all kinds of breast surgery and intimate rejuvenation. All our surgeries are performed using only the latest equipment and internationally-approved plastic and reconstructive techniques.

Our Department of Cosmetology offers all possible kinds of cosmetic procedures: skin rejuvenation, blood vessel malformation treatment, mole and birthmark removal, scar treatment, tattoo removal and all types of hair removal. Our beauticians use professional equipment produced by international industry leaders, including 14 kinds of different lasers. Our dermatocosmetologists are all board-certified specialists that use internationally-approved methods. There are always 16 doctors available on-site any day of the week. All our doctors have been awarded medical degrees by leading medical institutions.

The Institute has an extensive list of rehabilitation programs for post-op care. We use a combination of physiotherapy, beauty machine therapy and an oxygen chamber.

<http://en.iphk.ru/>



### Contact

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Website: <http://en.iphk.ru/>



## **S.N. Fyodorov Eye Microsurgery Federal State Institution of the Russian Ministry of Health (the CSTC)**

“We not only know how to return sight to people, we are the best in doing this.”

S.N. Fyodorov

The main purpose of the institution is to develop and quickly introduce in medical practice advanced diagnostic and therapeutic methods for eye diseases, to create any required technologies and, at the same time, to solve an important social problem – to make the achievements available to people living in all Russian regions. The ophthalmological complex has combined, at the same time, a scientific institution, modern clinics, educational centers and experimental production.

The main principle of the CSTC’s philosophy is affordability of treatment. Results of the scientific activities and advanced methods are implemented in the clinical practice through 10 branches located in large cities of Russia. The CSTC’s branches conduct the diagnostics and treatment of all kinds of eye diseases in adults and children at the highest technological level using modern equipment. Built according to the same design, the branches have surgery units equipped with up-to-date equipment, patient-friendly wards, diagnostic lines with all outfit required for thorough examination of eyes. The CSTC’s branches carry out unique surgeries.

Up to now, the Eye Microsurgery CSTC has treated 7 million patients, more than 19 million patients were diagnosed and underwent non-operative treatment. The Complex make 280 thousand surgeries per year. 85% of the overall surgical treatment are operations of the highest complexity.

More than 5,000 foreign patients come to the S.N. Fyodorov Eye Microsurgery CSTC for help annually. Since its establishment, citizens from more than 100 countries of the world have become its patients. Globally recognized professionalism of Russian doctors and affordable prices for medical services of the CSTC attract hundreds of foreign patients per year. They are offered a case-by-case approach to the treatment of various eye diseases with guaranteed high quality of medical aid and service.

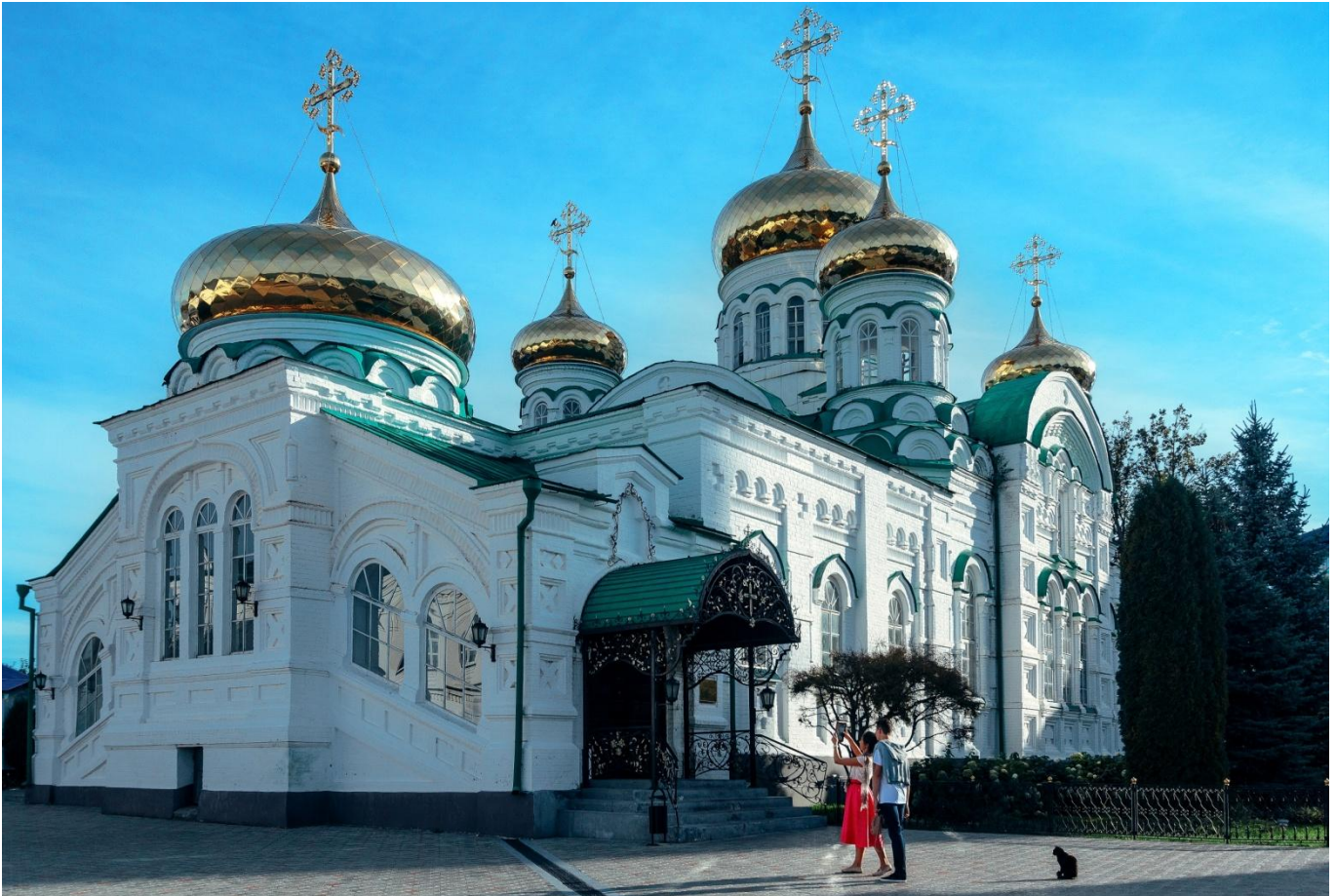
Source: <http://www.mntk.ru/patients/english/AboutUs/>

### **Contact:**

Multichannel telephone of the Moscow information service: +7 (499) 906-50-01

E-mail: [fgu@mntk.ru](mailto:fgu@mntk.ru)







## AVA-Peter International

The AVA-PETER Clinic is the oldest private fertility clinic in Russia and has offered its experience and expertise in fertility treatments both to residents as to foreign patients since 1996.

The Company provides a full range of high-quality services from infertility treatment to diagnostics and treatment for all family members. We use state-of-the-art high-tech advanced equipment and high-quality materials. From medical instruments to hospitals logistics, we are focused on delivering international best practice and adopting the latest developments. Not only we do adopt leading global experience, we also contribute to healthcare development by creating new technologies and treatment methodologies. Thus our investigations were honored with awards of American Society for Reproductive medicine in 2016 and 2017.

At our fertility clinics we use the most innovative techniques and offer personalized treatments. Our medical specialists and tutors are trained to care for patients in English, French, Spanish and Chinese thus breaking the language barrier. The patient's tutor stays with the patient from the beginning of treatment through to its completion. We aim to do everything we can to ensure the patient experience is as comfortable as possible. With patient safety our main concern, we have specialists and facilities on hand should an emergency arise to facilitate appropriate care as required.

Our team will study your case to recommend one of our fertility treatments (artificial insemination, IVF/ICSI/PICSI, preimplantation genetic testing, vitrification of oocytes, egg donation, surrogacy) according to your personal situation.

At "AVA-PETER" group techniques such as egg donation, surrogacy give an accumulated pregnancy rate of close to 90% over three attempts.

Example of our help has been recently published in Dagens Industri.

Russian website: <https://www.avaclinic.ru/ivf/>

Swedish website: <https://scanfert.com/se/about/>

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## Pristine Russia

The main Russian photo-contest which promotes eco-tourism and shows all the beauty of the Russian nature. At the Forum Original Russia presents not only its pictures but also makes presentation about the opportunities for the phototourism to the remote and untouched parts of Russia.

### Contact:

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fotocult.ru

## MariaCares Sweden AB

MariaCares Sweden AB is the first medical tourism agency located in Sweden and providing services in arranging the medical treatment abroad.

One of the focus areas of MariaCares business is treatment in Russia. Main medical branches: IVF, plastic surgery, ophthalmology.

MariaCares provides the full range of assistance on the medical trip: from choosing the Doctor and medical Facility to controlling follow ups after the patient comes back to his home country.

Visa and travel arrangements support are included to the Company services as well.

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## Aeroflot Russian Airlines

Aeroflot is Russia's de facto national carrier and largest airline.

Founded on 17th March, 1923, Aeroflot is among the world's oldest airlines and one of Russia's most recognized brands. It has been named the world's strongest airline brand by Brand Finance, the world's leading independent branded business valuation and strategy consultancy.

- Through its hub at Sheremetyevo Airport in Moscow, Aeroflot, under the summer schedule (from March 25 through October 27, 2018), operates flights on 146 routes in 52 countries (52 routes in Russia). Inside Russia, Aeroflot has four branches - in St. Petersburg, Kaliningrad, Perm, and Vladivostok.
- Aeroflot has been certified with the 4-Star Airline Rating by Skytrax, the leading independent authority on airline quality. It has six times been recognized as Best Airline in Eastern Europe at the Skytrax World Airline Awards. The company has also been named a Five Star Global Airline in APEX's Official Airline Ratings.
- As part of its commitment to safety, Aeroflot operates the largest Center of Flight Control (CFC) in Eastern Europe. The company also set up an up-to-date Emergency Operations Center based on modern technologies.
- Aeroflot is committed to deploying the most effective technologies, including Big Data, to increase service quality and economic efficiency. According to a rating compiled by Bain & Co., Aeroflot is the fourth most digital airline anywhere in the world. The company offers its passengers the most advanced self-service check-in options and in-flight amenities, including widening Internet access.

Aeroflot has voluntarily adopted and got certified its Ecological Management System. The company is actively engaged in the greenhouse gas emissions reduction efforts in the framework of its Fuel Efficiency Program which is elaborated and implemented on an annual basis. As part of the Carbon Offset Program, the online Carbon Emissions Calculator has been introduced to allow passengers to estimate the emissions attributed to their air travel

[https://www.aeroflot.ru/ru-en/about/company\\_profile](https://www.aeroflot.ru/ru-en/about/company_profile)

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- **Photo courtesy:**

p.7 – RussiaDiscovery

p.9 – [www.ribttes.com/visit-izmailova-market-moscow-buy-best-russian-souvenirs/](http://www.ribttes.com/visit-izmailova-market-moscow-buy-best-russian-souvenirs/)

p.9, 11, 14,16,19 –Visit Tatarstan

p.19 – [www.en.kremlin.ru/events/president/news/57891](http://www.en.kremlin.ru/events/president/news/57891)

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