

## **MOSCOW INTERNATIONAL EDUCATION FAIR**

### **CONCEPT**

**Moscow International Education Fair (hereinafter referred to as Fair) is held annually to the order of the Russian Government No. 368-p signed on July 3, 2017.**

**Chairman of the Organizing Committee:** Olga Golodets, Deputy Prime Minister of the Russian Federation.

#### **Organizers:**

- Ministry of Education and Science of the Russian Federation
- Ministry of Industry and Trade of the Russian Federation
- Ministry of Agriculture of the Russian Federation
- Ministry of Culture of the Russian Federation
- Ministry of Healthcare of the Russian Federation
- Ministry of Sport of the Russian Federation
- Ministry of Internal Affairs of the Russian Federation
- Ministry of Defence of the Russian Federation
- Ministry of Economic Development of the Russian Federation
- Ministry of Transport of the Russian Federation
- Ministry of Construction, Housing and Utilities of the Russian Federation
- Federal Agency for the CIS Issues, Living Abroad Compatriots and International Humanitarian Cooperation
- Federal Service for Supervision in Education and Science
- Commission of the Russian Federation for UNESCO
- Chamber of Commerce and Industry of the Russian Federation
- Moscow Government
- Moscow Oblast Government
- JSC VDNH
- Bank of Russia
- Autonomous Non-Commercial Organization “Agency for Strategic Initiatives to Promote New Projects”
- Alliance “Agency for Development of Professional Communities and Workers *Worldskills Russia*”
- International Association for Corporate Education
- International Public Charity Fund “Dialogue of Cultures – United World”
- All-Russian Centre for Art and Creativity
- Pushkin State Russian Language Institute
- Lomonosov Moscow State University
- Foundation for Technological Support of Education “Education Technologies Navigator”

**Dates:** April 18–21, 2018

**Venue:** VDNH, Pavilion No. 75. Address: 119 Prospect Mira, Moscow, Russia

**Moscow International Education Fair is:**

- a popular event in education with more than 50,000 visitors
- large-scale educational exhibition—over 20,000 square meters
- major educational forum with more than 1,000 events

**The Fair's central focus is the *New Educational Ecosystem*.**

**Participants:**

- Russia's federal and regional executive agencies
- Foreign ministries, departments, and educational organizations
- State and non-governmental educational organizations of the Russian Federation
- Businesses dealing with the production of hardware, software, learning materials, equipment, furniture, and other products for the educational sector

The **Expert Board** is created to form the MIEF Program. Candidates to join the Expert Board are offered by the members of the MIEF Organizing Committee. The list of experts to form the Expert Board is then approved at the Organizing Committee session.

**Visitors (more than 50,000):**

- Education managers, educators, and education specialists from Moscow and the Moscow Oblast, as well as other regions of Russia and CIS, and international community
- Heads of corporate universities and training companies, HR professionals
- Employers, business representatives
- Students, including those with limited health capacities, orphans, and children deprived of parental care
- Parents and children's statutory representatives
- Journalists

**For businesses, educational organizations, and for a wide range of visitors, the Fair is ready to offer:**

- A ground for business interaction between manufacturers, suppliers, and customers
- Information on the educational products and services
- Promotion of the world's best practices, and presentation of the best Russian and international expertise in education
- Provision of cooperation between corporate and nongovernmental educational organizations and state education sector
- Demonstration of toolkits and technologies used in educational systems

- Assistance in building approaches to professional identity, vocational guidance to start a successful career, and personal routes when visiting the Fair

**The Fair consists of 8 clusters. The principles of the MIEF clusters' development:**

- Each cluster includes an exhibition space, a business program, and special projects
- A cluster consists of state agents, business representatives, as well as representatives of professional community, educational organizations, non-government organizations, students, and their parents and statutory representatives
- A cluster may be developed by several organizations—the organizers of the Fair
- The clusters cover the ecosystems of all educational areas, educational communities, and the interactions between them
- The professional community defines the key themes of the clusters, which are then approved by the MIEF Expert Board and presented both in the exhibition and in the business program of the Fair
- International partners participate in the clusters in accordance with their areas of interest

CLUSTER	TARGET AUDIENCE	ORGANIZERS	EXHIBITORS
State Policy	Representatives of federal and regional government agencies in educational sector;  executives of companies cooperating with educational sector;  executives of educational organizations	<ul style="list-style-type: none"> <li>• Ministry of Education and Science of the Russian Federation</li> <li>• Ministry of Industry and Trade of the Russian Federation</li> <li>• Ministry of Agriculture of the Russian Federation</li> <li>• Ministry of Culture of the Russian Federation</li> <li>• Ministry of Healthcare of the Russian Federation</li> <li>• Ministry of Construction, Housing and Utilities of the Russian Federation</li> <li>• Ministry of Transport of the Russian Federation</li> <li>• Ministry of Sport of the Russian Federation</li> </ul>	Federal and regional government agencies in educational sector;  Ministries and departments that supervise educational organizations

- Ministry of Internal Affairs of the Russian Federation
- Ministry of Defence of the Russian Federation
- Ministry of Economic Development of the Russian Federation
- Moscow Government
- Moscow Oblast Government

<b>Preschool Education</b>	<p>Representatives of federal and regional government agencies in educational sector;</p> <p>executives, and technical and marketing specialists of kids products' manufacturers and producers of educational solutions;</p> <p>preschool educators, teaching methodology experts, and psychologists;</p> <p>parents, statutory representatives of children under 7;</p> <p>professional associations and non-profit organizations.</p>	<ul style="list-style-type: none"> <li>• Ministry of Education and Science of the Russian Federation</li> <li>• Ministry of Industry and Trade of the Russian Federation</li> <li>• Ministry of Culture of the Russian Federation</li> <li>• Ministry of Sport of the Russian Federation</li> <li>• Ministry of Economic Development of the Russian Federation</li> <li>• Ministry of Construction, Housing and Utilities of the Russian Federation</li> <li>• Moscow Government</li> <li>• Moscow Oblast Government</li> </ul> <p>Producers of goods, software, and equipment for pre-school education organizations;</p> <p>pre-school education organizations;</p> <p>producers of goods for pre-schoolers;</p> <p>producers of learning games and modern didactic materials;</p> <p>publishing houses and magazines;</p> <p>developers and manufacturers of educational products and solutions for pre-school and family education;</p> <p>organizations involved in the Priority Project "Contemporary Digital Educational Environment in the Russian Federation".</p>
<b>Secondary Education</b>	<p>Representatives of federal and regional government agencies in educational sector;</p> <p>executives, and technical and marketing specialists of kids products' manufacturers and</p>	<ul style="list-style-type: none"> <li>• Ministry of Education and Science of the Russian Federation</li> <li>• Ministry of Industry and Trade of the Russian Federation</li> <li>• Ministry of Culture of the Russian Federation</li> </ul> <p>Producers of school equipment, software, multimedia equipment, learning games, expandable materials, and laboratory equipment for educational organizations;</p> <p>producers of software, construction kits, home scientific equipment for school students;</p>

	<p>producers of educational solutions;</p> <p>educators, teaching methodology experts, psychologists, tutors, heads and deputy heads of educational organizations;</p> <p>parents, statutory representatives of children from 6 to 16;</p> <p>school students;</p> <p>professional associations and non-profit organizations.</p>	<ul style="list-style-type: none"> <li>• Federation of the Russian Federation</li> <li>• Ministry of Healthcare of the Russian Federation</li> <li>• Ministry of Construction, Housing and Utilities of the Russian Federation</li> <li>• Ministry of Sport of the Russian Federation</li> <li>• Ministry of Economic Development of the Russian Federation</li> <li>• Moscow Government</li> <li>• Moscow Oblast Government</li> </ul>	<p>organizations involved in the Priority of Project “Contemporary Digital Educational Environment in the Russian Federation”;</p> <p>organizations involved in “Russian Digital School” Project;</p> <p>educational departments of major international and Russian companies;</p> <p>e-learning sector: platforms for online courses, unified state examination trainings, management tools (LMS), assessment and control tools, remote and virtual laboratories;</p> <p>manufacturers of goods for educational infrastructure;</p> <p>printed media;</p> <p>career guidance centers;</p> <p>educational organizations of Moscow, the Moscow Oblast and other Russian regions.</p>
<b>Vocational Secondary Education</b>	<p>Representatives of federal and regional government agencies in educational sector;</p> <p>executives, and technical and marketing specialists of kids products' manufacturers and producers of educational solutions;</p> <p>educators and teaching methodology experts, decision-makers in vocational education;</p> <p>students from 14 to 18, high school graduates, their parents, and</p>	<ul style="list-style-type: none"> <li>• Ministry of Education and Science of the Russian Federation</li> <li>• Ministry of Industry and Trade of the Russian Federation</li> <li>• Ministry of Agriculture of the Russian Federation</li> <li>• Ministry of Culture of the Russian Federation</li> <li>• Ministry of Healthcare of the Russian Federation</li> <li>• Ministry of Construction, Housing and Utilities of the Russian Federation</li> </ul>	<p>Producers of school equipment, software, multimedia equipment, expandable materials, laboratory equipment for colleges; professional skills championships;</p> <p>professional contests and championships;</p> <p>printed media;</p> <p>organizations involved in the Priority Project “Contemporary Digital Educational Environment in the Russian Federation”;</p> <p>e-learning sector: platforms for online courses, unified state examination trainings, management tools (LMS), assessment and control tools, remote and virtual laboratories;</p>

statutory representatives;	<ul style="list-style-type: none"> <li>Ministry of Sport of the Russian Federation</li> </ul>	professional educational organizations of Moscow, the Moscow Oblast and other
professional associations and non-profit organizations.	<ul style="list-style-type: none"> <li>Ministry of Internal Affairs of the Russian Federation</li> <li>Ministry of Defence of the Russian Federation</li> <li>Ministry of Economic Development of the Russian Federation</li> <li>Moscow Government</li> <li>Moscow Oblast Government</li> </ul>	Russian regions.
<b>Higher Education</b>	<p>Representatives of federal and regional government agencies in educational sector;</p> <p>executives; technical, HR, and marketing specialists of manufacturers and producers of educational solutions;</p> <p>presidents, heads of departments, educators at universities;</p> <p>parents and statutory representatives of children from 16 to 18, school students, university students, young scholars;</p> <p>professional associations and non-profit organizations.</p>	<ul style="list-style-type: none"> <li>Ministry of Education and Science of the Russian Federation</li> <li>Ministry of Industry and Trade of the Russian Federation</li> <li>Ministry of Agriculture of the Russian Federation</li> <li>Ministry of Culture of the Russian Federation</li> <li>Ministry of Healthcare of the Russian Federation</li> <li>Ministry of Construction, Housing and Utilities of the Russian Federation</li> <li>Ministry of Sport of the Russian Federation</li> <li>Ministry of Internal Affairs of the Russian Federation</li> <li>Ministry of Defence of the Russian Federation</li> <li>Ministry of Economic Development of the Russian Federation</li> </ul> <p>Producers of equipment, software, multimedia equipment, learning games, expandable materials, and laboratory equipment for higher educational organizations;</p> <p>producers of software and materials, construction kits, home scientific and laboratory equipment for students;</p> <p>organizations involved in the Priority Project “Contemporary Digital Educational Environment in the Russian Federation”;</p> <p>organizations involved in the Priority Project “Universities as Centers of Innovation Development”;</p> <p>organizations involved in the Priority Project “Development of Export Potential of Russian Education”;</p> <p>educational departments of major international and Russian companies;</p> <p>e-learning sector: platforms for online courses, unified state examination trainings, management tools (LMS), assessment and control tools, remote and virtual laboratories;</p>

		<p>Russian Federation</p> <ul style="list-style-type: none"> <li>• Moscow Government university incubators, laboratories, clusters;</li> <li>• Moscow Oblast Government foundations supporting research laboratories in universities;</li> </ul> <p>international exchange programs;</p> <p>higher educational organizations of Moscow, the Moscow Oblast and other Russian regions;</p> <p>printed media.</p>
<b>Supplementary Education</b>	<p>Representatives of federal and regional government agencies in educational sector;</p> <p>educators, teaching methodology experts, psychologists, decision-makers and technical specialists in supplementary education;</p> <p>young professionals;</p> <p>parents and children;</p> <p>adults 25+;</p> <p>professional association and civic associations .</p>	<ul style="list-style-type: none"> <li>• Ministry of Education and Science of the Russian Federation Producers of equipment, software, multimedia equipment, learning games, expandable materials, and laboratory equipment for supplementary educational organizations;</li> <li>• Ministry of Industry and Trade of the Russian Federation</li> <li>• Ministry of Agriculture of the Russian Federation edutainment projects of major international and Russian companies in science, healthcare, sports, technologies, medicine, and entertainment;</li> <li>• Ministry of Culture of the Russian Federation</li> <li>• Ministry of Healthcare of the Russian Federation producers of software, teaching methodology and learning materials;</li> <li>• Ministry of Construction, Housing and Utilities of the Russian Federation organizations involved in the Priority Project “Contemporary Digital Educational Environment in the Russian Federation”;</li> <li>• Ministry of Sport of the Russian Federation organizations involved in the Priority Project “Affordable Supplementary Education for Children”;</li> <li>• Ministry of Internal Affairs of the Russian Federation platforms for online courses, unified state examination trainings, management tools (LMS), assessment and control tools, remote and virtual laboratories;</li> <li>• Ministry of Economic Development of the Russian Federation Summer education programs;</li> <li>• Moscow Government laboratories, fab labs, robotic</li> </ul>

		<ul style="list-style-type: none"> <li>• Moscow Oblast Government</li> </ul>	engineering project groups, school technoparks, etc.
<b>Special Education Needs</b>	<p>Representatives of federal and regional government agencies in educational sector;</p> <p>executives, and technical and marketing specialists of kids products' manufacturers and producers of educational solutions;</p> <p>representatives of non-government organizations;</p> <p>educators, teaching methodology experts, psychologists;</p> <p>SEN specialists;</p> <p>executives of educational organizations;</p> <p>parents of children with limited health capacities, children of all ages with limited health capacities;</p> <p>professional associations and non-profit organizations.</p>	<ul style="list-style-type: none"> <li>• Ministry of Education and Science of the Russian Federation</li> <li>• Ministry of Industry and Trade of the Russian Federation</li> <li>• Ministry of Culture of the Russian Federation</li> <li>• Ministry of Healthcare of the Russian Federation</li> <li>• Ministry of Transport of the Russian Federation</li> <li>• Ministry of Construction, Housing and Utilities of the Russian Federation</li> <li>• Ministry of Sport of the Russian Federation</li> <li>• Ministry of Economic Development of the Russian Federation</li> <li>• Moscow Government</li> <li>• Moscow Oblast Government</li> </ul>	<p>Producers of equipment, software, multimedia equipment, learning games, and laboratory equipment for inclusive educational organizations;</p> <p>technological, educational, and enlightening inclusive projects of international and Russian companies;</p> <p>organizations involved in the Priority Project "Contemporary Digital Educational Environment in the Russian Federation";</p> <p>organizations involved in the Priority Project "Equal Opportunities for Education";</p> <p>non-commercial inclusive educational and entertainment organizations, foundations (grants for education, etc.);</p> <p>companies that offer online solutions for SEN organizations;</p> <p>inclusive educational organizations.</p>
<b>Lifelong Learning</b>	<p>Representatives of federal and regional government agencies in educational sector;</p> <p>Specialists in post-graduate education and additional training;</p> <p>executives; technical, HR and marketing specialists of manufacturers and</p>	<ul style="list-style-type: none"> <li>• Ministry of Education and Science of the Russian Federation</li> <li>• Ministry of Industry and Trade of the Russian Federation</li> <li>• Ministry of Agriculture of the Russian Federation</li> <li>• Ministry of Culture of the Russian Federation</li> </ul>	<p>Professional re-training centers, career development centers;</p> <p>business education and MBA;</p> <p>professional advancement institutions for educational specialists;</p> <p>organizations involved in the Priority Project "Manpower for Cutting-Edge Technologies";</p>



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producers of educational solutions;	Federation	
educators, teaching methodology experts, psychologists, and technical experts in lifelong learning sector;	<ul style="list-style-type: none"> <li>• Ministry of Sport of the Russian Federation</li> <li>• Ministry of Internal Affairs of the Russian Federation</li> <li>• Ministry of Defence of the Russian Federation</li> <li>• Ministry of Economic Development of the Russian Federation</li> <li>• Moscow Government</li> <li>• Moscow Oblast Government</li> </ul>	producers of software, teaching methodology materials, and learning materials;
young professionals;		e-learning sector in business education and professional development sector.
parents and children;		
adults 25+.		

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The Fair's exposition consists of 8 clusters and collective booths representing international partners of the Fair: DIDACTA (Germany), BETT (UK), the European Education Fair (France). A separate space is arranged for Special Projects.

The Fair's Exposition is developed on the basis of applications submitted on mmco-expo.ru.

Priority is given to the member organizations of the Organizing Committee of the Fair. The participating expositions should comply with the general style of the Fair.

Organizations with collective expositions can choose an operating body to coordinate the development of the expositions.

**Career Guidance** special project is organized together with vocational guidance and psychological counselling providers, testing and counselling centers for adolescents, and customized to provide services to schoolchildren both during individual and group visits.

**Summer Education** special project presents opportunities for children's education during holidays.

**Startup Avenue** special project presents latest educational solutions offered by small businesses.

**Education for the Whole Family** special project helps parents become their children's education producers, reinforcing their parenting expertise.

#### **The Fair's Business Program includes:**

forums, conferences, panel discussions, inspiring lectures, round-table discussion, master classes, seminars, consultations and other events for wide audience;

discussions of Priority Projects: "Manpower for Cutting-Edge Technologies", "Contemporary Digital Educational Environment in the Russian Federation", "Universities as Centers of Innovation Development", "Equal Opportunities for Education", "Affordable Supplementary Education for Children", "Development of Export Potential of Russian Education", "Russian Digital School", and the Government Project "School 2025";

annual all-Russian topical meetings and conferences organized by federal and regional authorities;

annual awarding ceremonies in education—awards established by the MIEF Organizers;

seminars, presentations, and master classes showing new technologies and supporting tools for the educational process;

presentations of educational and methodological books written by Russian and foreign authors and publishing houses; presentations of new publishing projects;

annual gatherings of professional associations and non-profit organizations;

signing agreements and making contracts.

### **The Fair's Business Program Development**

The Fair's Business Program is developed on the basis of applications submitted on [mmco-expo.ru](http://mmco-expo.ru).

Applications can be submitted until March 1, 2018.

The Fair's Directorate processes all applications.

The Fair's Expert Board reviews the Business Program formed on the basis of applications.

The Organizing Committee then approves the program.

The Fair's operator on behalf of the Ministry of Education and Science of the Russian Federation: the All-Russian Centre for Art and Creativity.

The information and analytical assistance, technical support, website content for [www.mmco-expo.ru](http://www.mmco-expo.ru), as well as general coordination of the Fair are provided by the Directorate of the Moscow International Education Fair.

## **Terms of Participation in the Exposition of the Fair**

### **Basic leasing terms at Moscow International Education Fair 2018**

<b>№</b>	<b>Exponent Category</b>	<b>Basic leasing terms (rub. per 1 sq.m)</b>
1	Preschool and secondary education organizations	9 200
2	Supplementary education, vocational secondary education, and higher education organizations	10 800
3	Small businesses	12 000
4	Members of the MIEF Organizing Committee, representatives of federal and regional government agencies in educational sector	12 000
5	Other organizations	13 200