



**Made in Russia**



Companies. Brands. Exporters. Tourism industry (operators, hotels, manufacturing and services)

# MICEVERSA

The leading company of Russia in the field of business tourism.





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The MICEVERSA team has many years of experience in business tourism and provides services in organizing events, corporate trips, business trips, conferences of any level not only in Russia but also in other countries. The organization is engaged in planning of any scale: from booking and purchase of tickets to international events.

## History of foundation

MICEVERSA was founded after one of the largest international sports events on the territory of Russia - Football World Cup 2018. In the two years of MICEVERSA's existence, the company has formed a number of representative offices in 9 different countries: Italy, Belgium, Denmark, Netherlands, Great Britain, South Africa, India, USA, Argentina.



During the preparation for which the team was formed as part of a project of South African tourist holding. During the period of joint work the team not only became a well-coordinated and structured team, but also gained invaluable experience of working with many thousands of groups, VIP clients, celebrities, colleagues in the organization of events from other countries.



The company has offices in

**9** countries

The list of MICEVERSA representative offices abroad is constantly

updated, which gives a great advantage when communicating with customers and establishing new international contacts.

In 2019 the company signed a contract with the European Tourism Association.

## Description of activities

MICEVERSA offers a full package of services in the fields of Meetings, Incentives, Conferences, Exhibitions - business tourism, associated with the organization and conduct of various corporate events and travel. The term refers to four key areas of business tourism activities:

- Meetings - meetings, organization of turnkey business meetings;
- Incentive - incentive or incentive travel for employees, partners or clients;
- Conference - a set of services for the organization of thematic corporate conferences;
- Events / Exhibitions - participation in international trade shows as an exhibitor or visitor to draw attention to goods or services (in the former case) or to search for them (in the latter case).

## События

## **MICEVERSA offers its customers:**

### **Event organization:**

- the development of a turn-key event concept, from the idea to the implementation;
- selection and inspection of the site for the event;
- stage design and installation of stage structures;

- site design, decoration;
- development of a script and creative content for the program;
- event coordination.

## **Organization of conferences:**

- professional event coordination (site selection, rental of necessary equipment);
- technical support and consulting;
- coordination and control of all services (seating, meals, conferences, excursion program);
- coordination of transport services (transfer control).

## **Incentives:**

- development of unique programs of incentive trains and events;
- choice of incentive-event direction depending on client's requirements;
- preparation and coordination of a turn-key event (seating, meals, conferences, excursion program).



## **Business trips:**

- recommendations on choosing a destination for a business trip;
- selection of hotel, villas, apartments (accommodation, types of meals), booking;
- selection of excursion programs;
- transport rental;
- purchasing tickets for cultural and sporting events.

## **Participation in events of international level**

During its existence, MICEVERSA has been represented at numerous international tourism and MICE exhibitions. Only in 2019, MICEVERSA participated in several global events:



- **Madrid International Tourism Exhibition** - a world-class meeting place for tourism professionals and the main tourism exhibition for the countries of Ibero-America.

- **Seoul International Tourism Industry Fair** - the largest tourism exhibition in South Korea, which presents both international and local tourism companies.

- **Global European Marketplace** - a global European workshop, organized annually by the European Tourism Association in London.

- **London World Travel Market** - an international tourism exhibition, since 1980 collecting Travel professionals annually in London.

- **Barcelona International Business Travel Market** - international exhibition for business travel industry professionals, which is held in Barcelona, Spain.



# Contacts



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Brand page

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