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| **Moscow** | **The 17th Moscow international exhibition**  **amusement rides and entertainment equipment**  **RAAPA EXPO AUTUMN 2023**  **BUSINESS FORUM OF AMUSEMENT INDUSTRY EXPERTS** |

*Organizer: Russian Association of Amusement Parks and Attractions (RAAPA)*

**\*PROGRAMME OF EVENTS:**

**October 10 (Tuesday)**

**10:30 – 14:30 WORKSHOP** *(Moscow, MGUPP at Sokol)*

**"Catering in the entertainment industry - benefits, trends, problems, checks, challenges, solutions"**

**1. Food audit of a catering establishment: how to protect yourself from fines in case of inspections.**

*Olga Pasko – Doctor of Technical Sciences, Professor / President of the International Association of Food Safety in the Hospitality Industry International F&B Safety Association / Founder of Russia’s first online food safety university Food Safety University / Founder of Russia’s First Forum on Catering and Food Safety in the F&B Hospitality Industry Safety Forum / Leading expert-auditor of the HACCP system, catering process engineer / Author of more than 50 textbooks in the field of hospitality and restaurant business / Professor of Moscow State University of Sports and Tourism / More than 20 years of experience in the field of hospitality and restaurant business / Speaker of NTV TV channels, Russia 1 , Moscow 24 TVC, Doctor.*

**2. Biotechnologies in public catering – trends of the future now.**

*Dmitry Kulikov is the deputy head of the Department of Biotechnology at Moscow State University of Applied Sciences.*

**3. Modern restaurant format in shopping and entertainment centers. Concept and economics.**

*Alexander Kindeev is the CEO of BHG.*

**4. Excursions around the university: departments, laboratories, educational production facilities.**

***Cost of participation on request***

**11:00 - 14:00 *Seminar*** *(Moscow “1 Art Hotel”, “Soyfertis” hall)*

**«Safety of playgrounds - injuries and their consequences»**

**Program:**

1. What determines the safety of playgrounds.
2. Requirements for the design of equipment.
3. Requirements for documentation for equipment.
4. Requirements for the operation of equipment.
5. The specifics of the operation of mobile labyrinths.
6. Causes of accidents.
7. Classification and types of injuries.
8. Responsibility for the safety of playgrounds

*Moderator:* ***Natalia Zinchenko -*** *Chairman of the Union of Specialists, Manufacturers, Suppliers and Operators of Kiddie Play and Sports Equipment, an expert on the safety of equipment for kiddie playgrounds and sports grounds.*

***Cost of participation on request***

**October 11 (Wednesday)**

**10:00 - 18:00 Exhibition working hours** *(Moscow, VDNH, Pavilion 57)*

**11:00 «RAAPA EXPO AUTUMN - 2023» Opening ceremony**

**12:00- 15:00 *Business Training*** *(Moscow, VDNH, pavilion “Art.Technograd”, Lecture hall No. 2, 2nd floor)*

**«How to make amusement park of your dreams?»**

**Program:**

**1. Stages of creating entertainment projects.**

**•** How to identify people's needs and define the idea of the project;

• Financing of the project and its place in the entertainment market;

• Concept development and implementation.

**2. How to form systems thinking in a team.**

• It is not enough to build - it is necessary to manage;

• Lean thinking - involvement of each employee and customer orientation;

• Visualization and algorithmization of business processes.

**3. Analysis of real cases.**

**•** Practical tools for day-to-day improvement of the entertainment facility.

*Moderator:* ***Anton Kovalev*** *- professional business coach for business owners, entrepreneurs and startups. Helps develop and scale companies. Created from scratch 6 successful projects in the entertainment industry. He is the current head of a group of companies that includes such facilities as: the Kaleidoscope amusement park, the Lazurny indoor water park, the Lazurny beach, the Dinosaur Park, the Belgorod Zoo. Author of the book “From a dream to a happy client. How to create a park of incredible emotions”*

***Cost of participation on request***

**15:30 - 17:00 *Seminar*** *(Moscow, VDNH, pavilion “Art.Technograd”, Lecture hall No. 2, 2nd floor)*

**"Practical application of the Urban Planning Code of the Russian Federation in the entertainment industry"**

**Aspects of the current legislation in the issue of obtaining land for parks, reconstruction of capital construction facilities (including indoor parks), expansion of the territory and installation of attractions.**

*Moderator:* ***Bulat Maskulov*** *- head of the MAARCH design bureau, executive director of MI Concept in Russia and the CIS, member of the Union of Architects of the Russian Federation, practical urban planner with 15 years of experience.*

***Cost of participation on request***

**18:30 GALA DINNER** devoted to the opening of the exhibition RAAPA EXPO AUTUMN – 2023.

***Cost of participation: 100 Euro***

**October 12 (Thursday)**

**10:00 - 18:00 Exhibition working hours** *(Pavilion 57, VDNH, Moscow)*

**10:00 - 13:00 *Round table*** *(Moscow, VDNH, pavilion “Art.Technograd”, Lecture hall No. 2, 2nd floor)*

**«** **Actual issues of operation of automated access control systems for attractions»**

**View from two sides - from the developer and from the operator.**

*Moderators:*  ***Ivan Assmus,*** *CEO of Game-Keeper; 25 years experience with automated access control systems for attractions. More than 1300 clients have experience in implementing his automation systems.*

***Elena Telegina,*** *General Director of Lukomorye City Park Ltd; 9 years work experience with automated access control systems for attractions , including 4 years experience with the Game-Keeper system . Only proven practices. Real cases from the life of the system operator.*

***Cost of participation on request***

**14:00- 15:00 *CONFERENCE*** *(1st floor, conference hall, pavilion 57, VDNH, Moscow)*

**«** **Prospects and directions for the development of the modern entertainment industry »**

**1. Options for investing in the entertainment business: how to find a partner and achieve success!**

*Anastasia Kostygova, development director of the Amusement Park company, Vologda.*

**2. Increasing the return of customers in a competitive environment.**

*Golovkina Lyudmila Marsilyevna, head of the sales department of the company "Country of Cards", Moscow.*

***3. Ideal business model: RESTAURANT + ENTERTAINMENT. Tasty. Bright. Interesting.***

*Alexander Minaev, founder and general director of the company “Art People Group”, St. Petersburg.*

***4.*****Prize attractions, as the most effective and underrated area in the parks. Pros/cons and where the big money is hidden!**

*Nikolay Dolzhansky, head of the BOLID group of companies, St. Petersburg.*

***5.*****Creation of a modern sports and entertainment facility. Using SKY Arena as an example.**

*Maria Kravchenko, founder of the company "NEBO" - sports and entertainment", Moscow.*

Other presentations to be specified.

***Free participation***

***(the preliminary registration is required)***

**16:00 - 18:00 *Interactive seminar*** *(Moscow, VDNH, pavilion “Art.Technograd”, Lecture hall No. 2, 2nd floor)*

**«** **Entertainment Business: Don't Make Our Mistakes!**

**Which projects in the park are successful and which are not? »**

**(based on unique MazaPark experience)**

MAZA PARK are the two largest entertainment centers in Russia, located in Kazan and St. Petersburg. For 10 years of work, the team of the complex has accumulated unique experience, which is ready to share with colleagues today. In an interactive format, MazaPark specialists will talk about their successful and unsuccessful projects. They will share what principles and tools they are guided by to implement various tasks in order to increase the efficiency of the entertainment business. They will answer questions from colleagues.

*Moderated by:* ***Alexander Mishchenko*** *and* ***Kirill Pustovarov -*** *top managers of MazaPark.*

***Cost of participation on request***

**October 13 (Friday)**

**10:00 – 16:00** *–***Exhibition working hours** *(Pavilion 57, VDNH, Moscow)*

**15:00 – 16:00 *–* Awarding diplomas to exhibitors.**

\*Programme is the subject to change

For further information, contact the Organizer: Russian association of amusement parks and attractions (RAAPA)

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**TOGETHER TO THE WORLD OF ENTERTAINMENTS!**