



MARCH 5-6TH, 2025

**We would like to invite you to the 12th
Moscow International Education Fair**

MIEF.EXPO-2025

is held in a hybrid format:

- offline - Expocentre Fairgrounds (Moscow), pavilion 1**
- online - on the «MIEF.Connect» platform**

mmco-expo.ru



[MIEF in Telegram](#)



[MIEF Vkontakte](#)

What MIEF.EXPO-2025 will be like



«According to surveys conducted at least twice a year among the MIEF community including more than 400,000 participants, 12% of our audience consider MIEF.EXPO to be the most important event in their professional lives, and 60% believe it to be one of the most significant professional events. This is certainly a great responsibility for the MIEF team. Every year we have to surprise and become better and more efficient for our guests and partners.

We observe how rapidly the context in the economic and humanitarian spheres is changing. Over the past two and a half years, exhibitions and forums have gained special importance because these formats allow us to react dynamically and flexibly to all changes. Being aware of this trend, we realize how significant is the role of MIEF.EXPO-2025 as a platform for interdepartmental dialogue and social contract in the field of education.

We plan that during the MIEF.EXPO-2025 more than 15 thousand people from Russia and abroad will visit it offline and more than 300 thousand will connect online.

The central element of MIEF.EXPO 2025 will be the Education for the Future Economy Forum, the key subject of which will be the process of synchronising the demands of the labour market, the education sector and the family.

This year we will emphasise international cooperation. Collaborations and partnerships are being rebooted, and we see a growing demand for communication and mutual interest from Russian companies and representatives of friendly countries.

[MIEF.EXPO-2025 Manifesto](#)

A special block of the Business Programme will be dedicated to management teams of educational organisations - pre-school, school, secondary vocational, higher and additional education - as management teams are the carriers of the organisation's values and the actors of the changes that take place around us.

At MIEF.EXPO-2025 we will pay special attention to children and their parents. We are convinced that business and education should co-operate and offer solutions that help both individual consumers and families to choose a trajectory of professional self-determination, taking into account the prospects of economic development in the next 10 years, because it is the family that largely influences the choice of future profession.

In the Business Programme we will create a track dedicated to the problems and tasks of our exhibiting partners. We want to be as effective as possible not only in terms of marketing, but also in terms of solving the problems faced by our partners in the field of education».

Maxim Kazarnovsky
Director of MIEF, founder of the
MIEF.Connect platform



Partnership benefits

DISTINCTIVE BRAND, NETWORKING

MIEF.EXPO is an expert branding event with a wide information coverage that brings together experts in various spheres of education and business from all over the world.

SERVICE, TRUST

The key to our success is the search for solutions to specific problems of our partner, support and assistance at all stages of interaction.

BUSINESS

MIEF focuses on priority areas of the Russian economy and attracts new participants with the development of popular domestic products that replace foreign analogues and are as good as their characteristics, properties and quality.

CONTENT

When forming the content of the programme, we focus on the global context and international experience.

BUSINESS COMMUNICATIONS

Our aim is to create the most transparent and responsive communication channels for all industry participants.

INSPIRATION AND DEVELOPMENT

Sharing experience, communicating with like-minded people, discussing topical issues inspire and motivate to try new things.

What does MIEF mean to our partners?



«In 2024 Geckotouch participated in MIEF for the first time, and for us it meant two highly colourful and intense days. We personally met partners who flew specially to get to MIEF from different regions of the Russian Federation. We got a lot of new contacts and acquaintances. And, most importantly, we had a lot of conversations with teachers and school principals, got their feedback on our equipment, learnt their needs. A lot of really cool ideas were proposed and we are already there implementing them.

I would like to express my gratitude to the whole team of organisers, with your help we were able to implement all our ideas, and the result of this joint work was our victory in the nomination 'Best Brand Integration'. Our whole team remembers these two days of the exhibition with a smile, so we are already looking forward to MIEF.EXPO-2025».

General Director of Geckotouch

Sergey Sergeantov



«Examen-Technolab LLC has been taking part in the Moscow International Education Fair for many years as it is the main platform for presentation and promotion of elaborated educational products. Our company attaches great importance to quality preparation for participation in this event, striving to present the best educational solutions and innovations.

This year we are proud to announce that our stand was recognised by the jury as one of the best at MIEF. This is a nice recognition of our work and the effort we put into creating an informative and attractive space for visitors.

We appreciate the opportunity to present our products and share our experience with other exhibitors at MIEF. We hope that this recognition will become a starting point for further development of our partnership and cooperation with the organisers and participants of this wonderful event. Thank you for your trust and look forward to continued successful co-operation!»

Marketing Director

Ekaterina Chernysheva



«DIGIS Group of Companies expresses its sincere gratitude to the organisers of the Moscow International Education Fair for professionalism and for holding the event at a consistently high level.

The exhibition provides us with a great opportunity to demonstrate our products and services to a wide audience of education professionals, and we always derive valuable experience from it. DIGIS has been taking part in the Fair for many years in a row, and we are happy to note the stable interest in our developments and technologies.

MIEF is a unique platform for dialogue and exchange of experience between exhibitors and visitors thus helping us not only to promote brands but also to gain valuable information and inspiration for future development. The exhibition helps to strengthen contacts with existing partners and find new ones.

We would also like to thank the organisers of MIEF and personally Maxim Sergeyevich Kazarnovsky for their trusting attitude and we look forward to continuing our fruitful cooperation. Thank you for the opportunity to be part of such an important event for the educational community!»

Director of Education

Mikhail Gololobov



What was MIEF.EXPO 2024?

MIEF.EXPO-2024 was held at Expocentre Fairgrounds and became the largest event in the field of education in Russia.

Sber became a strategic partner of MIEF.EXPO-2024.

The central element of the MIEF.EXPO-2024 Business Programme was the forum «Human Potential Development for the Development of the Russian Economy».

The friendly relations between Russia and China became a communication platform for domestic companies and regional representatives, which allowed exhibitors to demonstrate their products and conclude favourable export contracts.

MIEF.EXPO was visited by **11 regional delegations with the participation of representatives of education authorities.**





MIEF.EXPO-2025 Agenda

The main topic of the MIEF.EXPO-2025 exhibition is the impact of modern technologies on educational results, emotional intelligence of children and the image of educational organisations.

The central element of MIEF.EXPO 2025 will be the Education for the Future Economy Forum, the key topic of which is the process of synchronising the demands of the labour market, the education sector and the family.



Other important elements of the Business Programme are:

issues of public policy in the sphere of education;

regional cases;

modern technologies to ensure equal access to education;

unique concepts of educational organisations;

the role of development companies in designing the educational process.

MIEF.EXPO-2025: audience

Delegations coming to MIEF include representatives of regional education authorities, heads of educational organisations and educators.



OUR VISITORS ARE:

- 01 representatives of the public sector;
- 02 management teams from all levels of education;
- 03 regional delegations;
- 04 integrators and distributors;
- 05 end users of products and solutions: representatives of schools, universities, teachers, parents, children, students.

Format and audience of MIEF.EXPO-2025



OFFLINE FORMAT

200+ exhibitors

15 000+ expected audience

12 204M² total exhibition area

ONLINE FORMAT

250+ virtual stands

80 000+ views during the exhibition days

300 000+ unique visitors

BUSINESS PROGRAMME

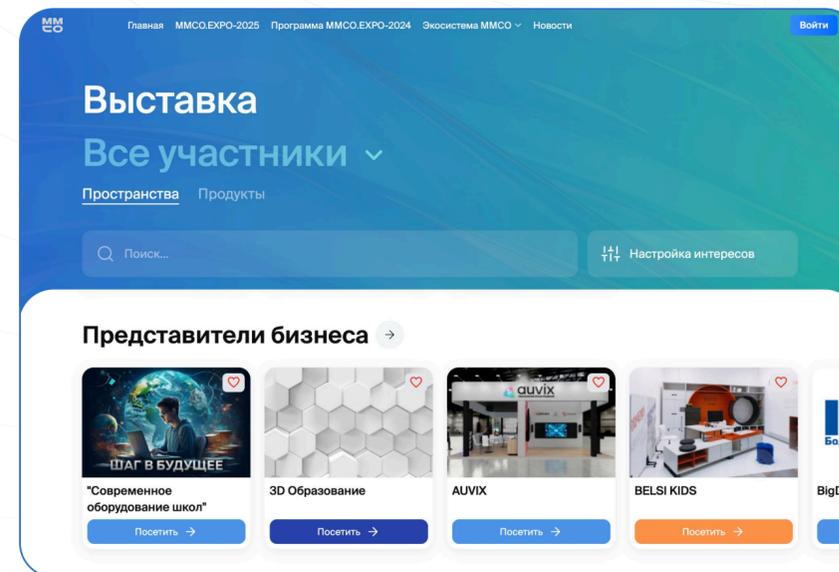
125 sessions

500+ Business Programme speakers

200 000+ programme views in post-use



Expo Centre Fairgrounds, 14 Krasnopresnenskaya Naberezhnaya, Moscow, Pavilion 1



The virtual exhibition and online broadcasts of the Business Programme sessions will be held on the «MIEF.Connect» platform

Halls of the Business Programme:

- Hall No. 1 «MIEF Arena»;
- Hall No. 2 «Trust»;
- Hall No. 3 «Russia Inside»;
- Hall No. 4 «Choice»;
- Hall No. 5 «Dialogue»;
- Hall No. 6 «Collaboration»;
- Hall No. 7 «Platform»;
- Hall No. 8 «Co-operation»;
- Hall No. 9 «Well-being».

The offline format of MIEF.EXPO-2025 participants are offered thematic zones in 4 main clusters



The exhibition space of MIEFEXPO meets the needs and goals of the participants to the maximum extent possible, so that the companies could demonstrate their new developments, and the guests could appreciate the exhibitor's products thanks to the convenient navigation of the exhibition.

- Business
- Public Policy
- International companies
- Educational organisations

THEMATIC ZONES

- | | |
|--|------------------------------------|
| 1# Distributors | 10# Computer hardware |
| 2# Educational equipment | 11# Public Policy |
| 3# Furniture | 12# Universities |
| 4# Robotics | 13# Secondary vocational education |
| 5# Interactive equipment | 14# Schools |
| 6# Developers/Architectural firms | 15# Preschool education |
| 7# Publishers | 16# Additional Education |
| 8# Educational games/creative activities | 17# Foundation |
| 9# Software and Cloud Solutions | 18# Vocational Guidance |



MIEF.EXPO-2025 IN ONLINE FORMAT FROM MARCH 5TH TO APRIL 30TH

Online format as an effective tool for B2B and B2C promotion. Reach an additional audience during and after the exhibition.

A virtual stand is a lending of your virtual showcase with product demonstrations, content broadcasting and different communication scenarios for the audience on the platform. scenarios for the audience on the platform during the days of MIEF.EXPO-2025.

WE OFFER YOU TO REALISE NEW BUSINESS OPPORTUNITIES AT THE VIRTUAL EXHIBITION ON THE «MIEF.CONNECT» PLATFORM.

ADVANTAGES OF PARTICIPATION IN THE ONLINE FORMAT:

- VIRTUAL STAND REFLECTS THE CORPORATE IDENTITY AND PHILOSOPHY OF YOUR BRAND;
- INCREASES BRAND, PRODUCT AND SERVICE RECOGNITION;
- NO RESTRICTIONS RELATED TO GEOGRAPHICAL LOCATION AND TIME TO VISIT THE PLATFORM;
- MODERN MARKETING TOOLS WITH THE POSSIBILITY OF DIRECT CONTACT EXCLUSIVELY WITH THE TARGET AUDIENCE;
- MEASURABLE EFFECTIVENESS AND TRANSPARENT STATISTICS.

ADDITIONAL FEATURES:

- PLACEMENT OF THE BUSINESS PROGRAMME MODULE WITH WEBINARS;
- CREATION OF A UNIQUE PROMOTIONAL BLOCK IN THE MOST VISITED SECTIONS OF THE PLATFORM;
- PROMOTION THROUGH THE PLATFORM'S RECOMMENDATION SYSTEM - A TOOL THAT INCREASES YOUR TRAFFIC BY 70%;
- PROMOTION OF YOUR PRODUCTS TO THE ENTIRE TARGET AUDIENCE OF MIEF DURING THE DAYS OF THE EXHIBITION AND FOR TWO MONTHS AFTERWARDS.

MIEF Ecosystem

MIEF.EXPO

A platform for dialogue between all participants in the education sector and the largest exhibition of educational technologies, infrastructure and intelligent solutions.



[LEARN MORE](#)

«MIEF.LEADER OF CHANGE»

Professional retraining programme



[LEARN MORE](#)

«MIEF.CONNECT»

Smart event management system



[LEARN MORE](#)

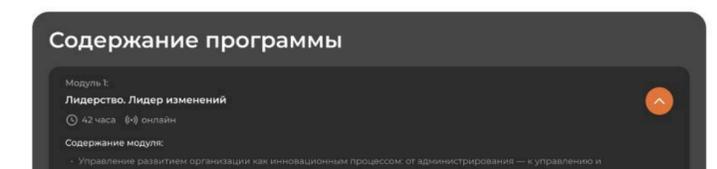
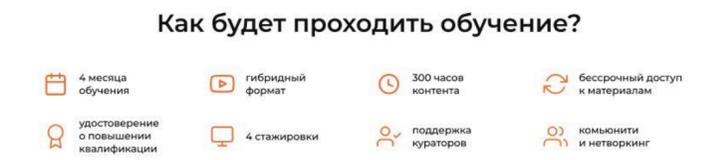
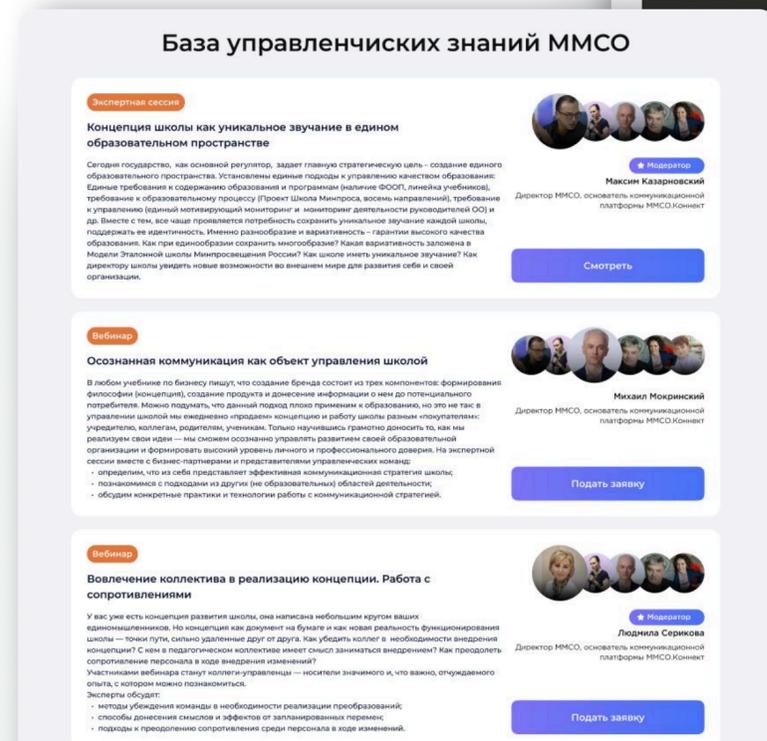
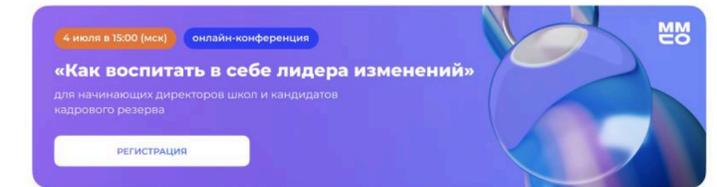
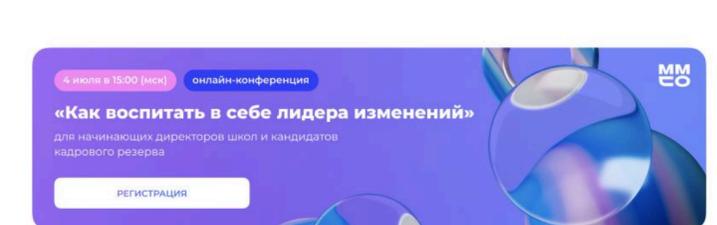
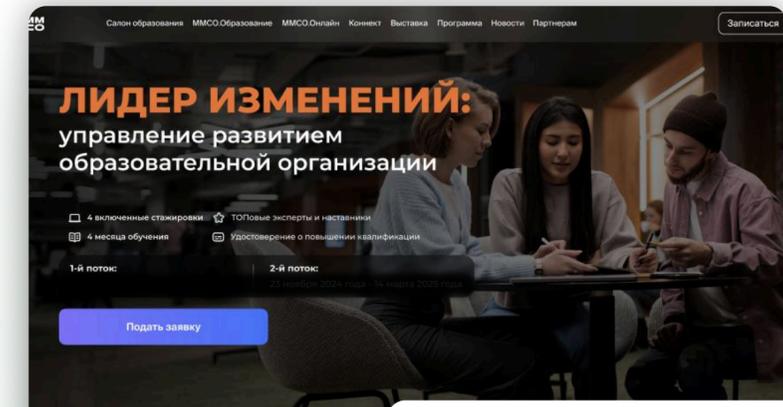
PROFESSIONAL RETRAINING PROGRAMME

«LEADER OF CHANGE: MANAGING THE DEVELOPMENT OF AN EDUCATIONAL ORGANISATION»

The aim of the programme is to help **school principals, secondary vocational education managers, members of management teams and candidates of the management talent pool** to become leaders capable of reflecting, designing and implementing the development of an educational organisation, making data-driven decisions, using the unified foundation of basic capabilities offered by the state to manifest the individuality of their educational organisation.

***1st stream:** October 14th, 2024 - January 31st, 2025 | **2nd stream:** January 31st, 2025 - April 25th, 2025

- ✓ 300 hours of content
- ✓ hybrid format
- ✓ perpetual access to materials
- ✓ mentor support
- ✓ networking
- ✓ top experts and mentors
- ✓ professional diploma
- ✓ opportunity to receive a grant from MIEF



MIEF.CONNECT DIGITAL PLATFORM FOR COMMUNICATION EVENTS

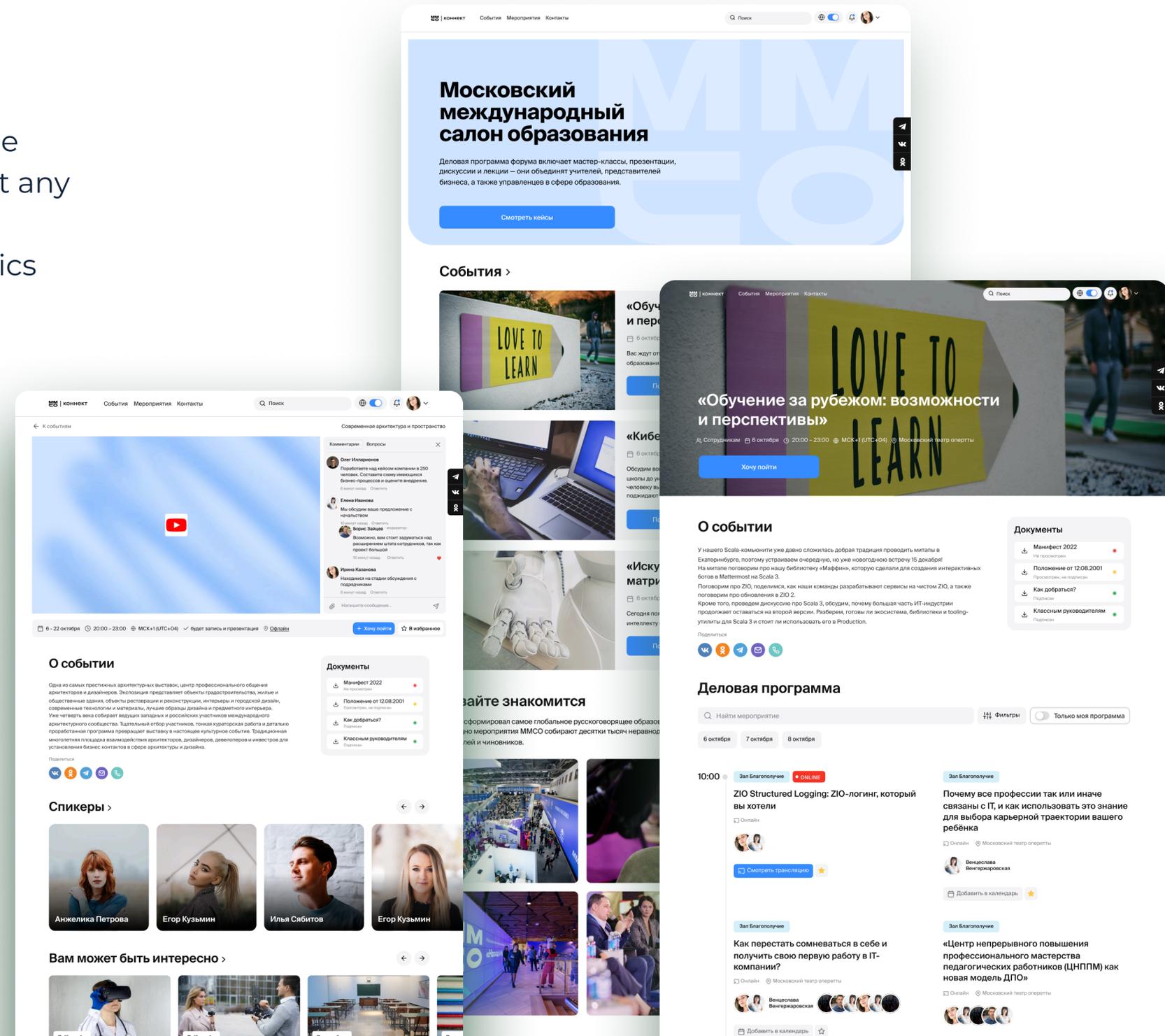


MIEF.Connect is a technological partner of MIEF.EXPO.

Recordings of broadcasts of the Conference Business Programme will be placed on the MIEF.Connect platform and will be available for viewing at any convenient time and from anywhere in the world.

We create a comfortable digital environment and complex digital logistics for holding:

- ✓ conferences
- ✓ forums;
- ✓ seminars;
- ✓ meetings;
- ✓ festivals;
- ✓ concerts;
- ✓ exhibitions;
- ✓ competitions.



Regarding participation in MIEF.EXPO-2025

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To register participation in the offline format of the exhibition, the exhibitor should fill in an application form. Acceptance of applications starts from August 15th, 2024 and ends on December 15th, 2024.

Apply for participation



[APPLY](#)

