

March 5-6th, 2025

MM
CO

12th Moscow International Education Fair

MIEF.EXPO-2025

PARTICIPATION OFFER IN THE
ONLINE FORMAT

Expocentre Fairgrounds, Pavilion 1

The online exhibition will be held
on the «MIEF.Connect» platform



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FORMAT AND AUDIENCE OF MIEF.EXPO-2025

Business Programme will be held both **in offline and online format**

1 500 000

unique website visitors per year

200 000+

programme views in post-use

500+

Business Programme speakers

15 000+

expected offline audience

125

sessions

OFFLINE



Expocentre Fairgrounds



14 Krasnopresnenskaya Naberezhnaya Naberezhnaya, Moscow, Pavilion 1

9 BUSINESS PROGRAMME HALLS:

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»

ONLINE

The virtual exhibition and online broadcasts of the **Business Programme sessions** will be held on the «**MIEF.Connect**» platform in real-time format.

В этом разделе размещены записи мероприятий Деловой программы. Платформа работает круглосуточно и из любой точки мира.

Программа ММСО.EXPO-2024

🔍 Поиск по программе

⚙️ Настройка фильтров

03 апреля 04 апреля

Образование для экономики

Образование не для экономики



Зал «Диалог»

Особенности реализации рабочей

MIEF.EXPO-2025 AGENDA

TOPICS OF UPCOMING
MIEF.EXPO-2025

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

unique concepts
of educational organisations

modern technologies
to ensure equal access
to education

the role of development
companies in designing
the educational process

MANIFESTO

THE XII MOSCOW INTERNATIONAL
EDUCATION FAIR MIEF.EXPO-2025
WILL BE HELD ON **MARCH 5-6TH,**
2025 AT EXPOCENTRE FAIRGROUNDS

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Read the full Manifesto

In this document we outline our programme policy and introduce you to the architecture of MIEF.EXPO-2025. This will help our guests make a conscious choice of a track to visit.

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.

Traditionally, the exhibition of educational technologies, infrastructure and intellectual solutions will be presented within the framework of MIEF.EXPO.

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 MIEF.EXPO exhibition space will unite modern solutions for both educational organisations and individual consumers - teachers, students and their parents

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.

SPEAKER INTEGRATION INTO THE BUSINESS PROGRAMME (BUSINESS HALLS)

The **MIEF.EXPO-2025 Business Programme** will be divided into thematic blocks. We invite leading Russian industry experts as from most influential Russian corporations, enterprises, scientific and educational institutions, specialised associations and mass media, as well as from international structures to participate as speakers in the important event of the year in the field of education.

↓ Download

Scheme
of the event

CLUSTERS

01

Public policy

02

Pre-school education

03

Additional vocational
education

04

Vocational guidance

05

Inclusion

06

Additional education

07

General education

08

Interaction between
science, higher education
and youth policy

09

Higher education

10

Secondary vocational
education

BUSINESS PROGRAMME: YOUR EXPERTISE FOR THE PROFESSIONAL COMMUNITY

Your speaker will be presented in the Business Programme track where company representatives talk about their solutions and show how the product works in real tasks and business processes.



BENEFITS OF PARTICIPATING IN THE BUSINESS PROGRAMM:

01

PRODUCTS AND SERVICES PRESENTATION

the most effective presentation of your company at your own events within the Business Programme;

demonstration of the expert image and high level of your company:

according to the surveys that we conduct at least twice a year, **according to experts**, the majority of visitors trust us.

02

BRAND ADVERTISING

promotion on relevant information resources of MIEF;

increase of your brand awareness:

a large-scale advertising campaign will last more than three months and will reach over 1.5 million people.

03

CONTACT WITH THE TARGET AUDIENCE DURING THE EXHIBITION DAYS

online broadcasting of the Business Programme sessions will take place on the «**MIEF.Connect**» platform in real time;

wide audience reach during the event and after the event;

more than 200,000 views of online broadcasts recordings of Business Programme events in post-use.

04

NETWORKING

the possibility of direct dialogue with the target audience during the session;

maximum useful information in one place in a short period of time;

up-to-date information from experts and key players of the education market that provides with the opportunity to relate expert opinion and own experience.

INTEGRATION INTO THE BUSINESS PROGRAMME: OPPORTUNITIES FOR EVERY SPEAKER

placement of a video recording of the speech on the **MIEF.Connect platform**

01

individual consultations with the organisers **to optimise the presentation** and communicate ideas to the audience more effectively

02

professional **video recording of the presentation**

03

professional **photos of the speaker's presentation**

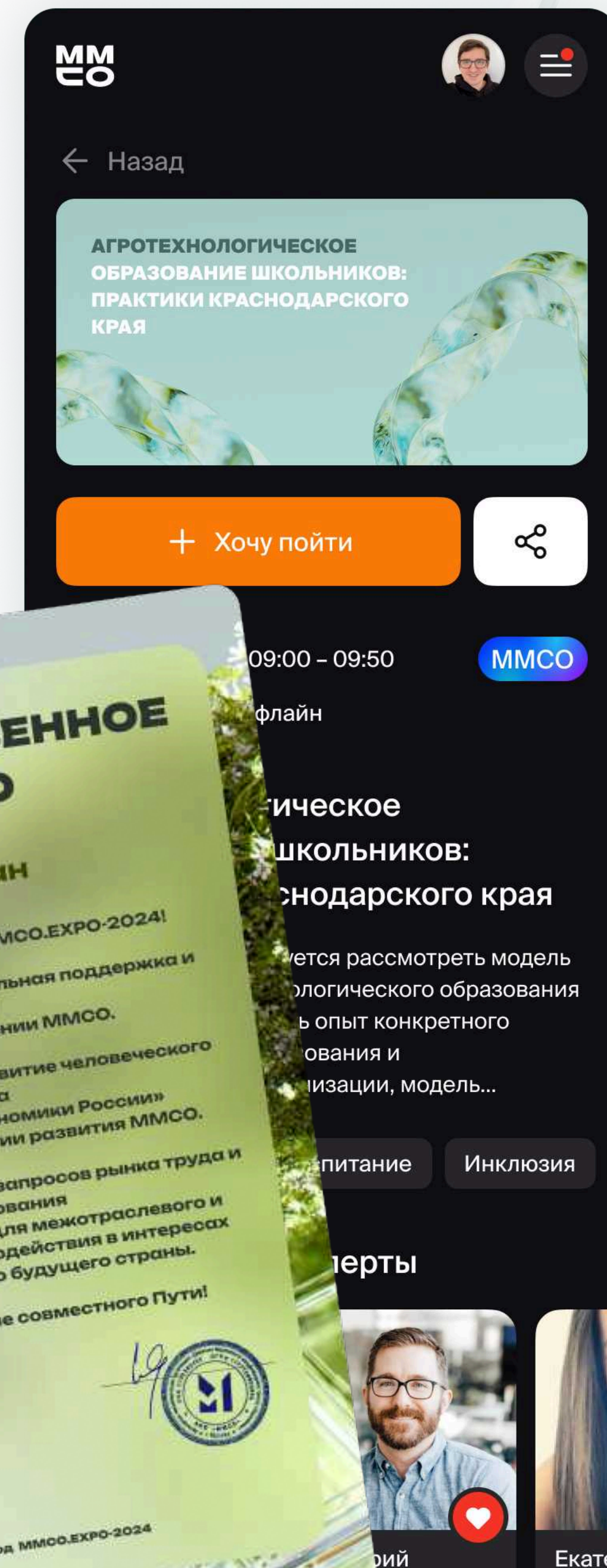
06

Business Programme speaker's certificate

05

partner page in the virtual space on **«MIEF.Connect»**

06



CONTACTS

ON PARTICIPATION IN THE BUSINESS
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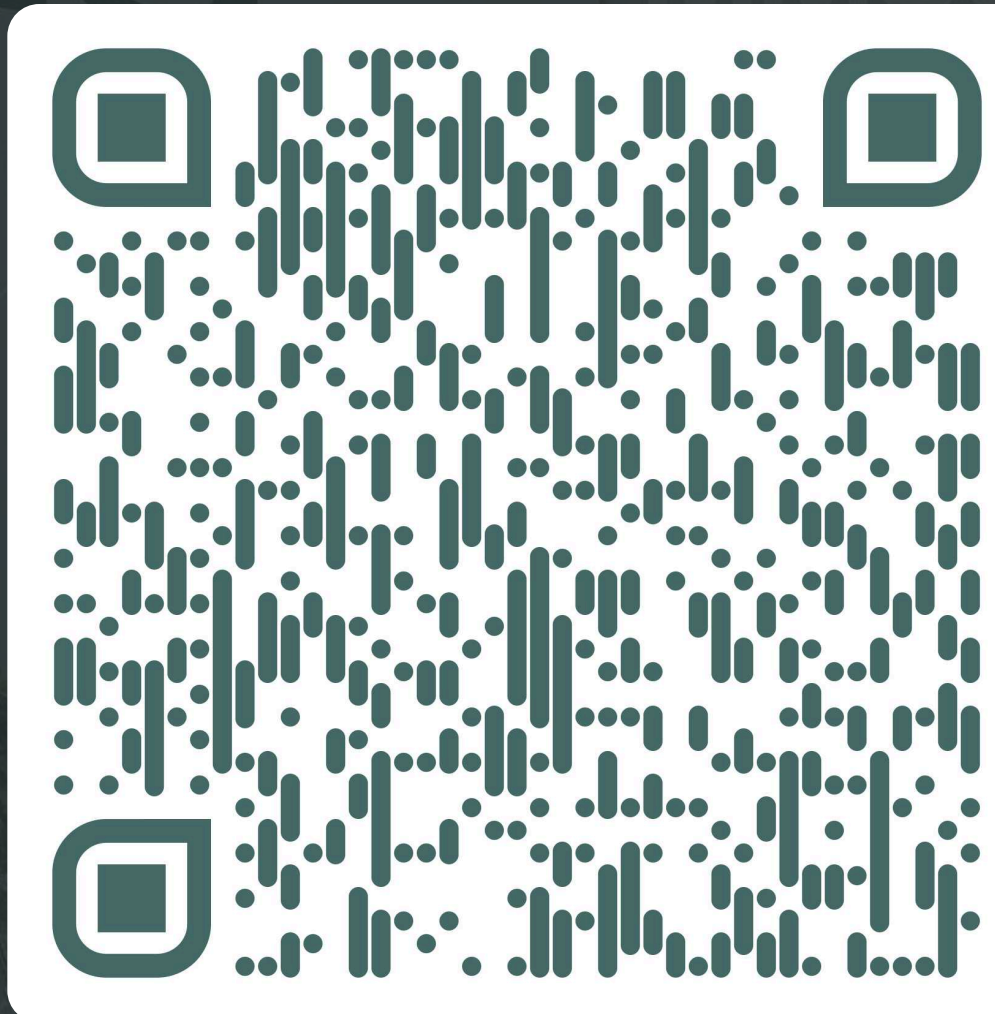


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To register participation in the **Business Programme**, please fill in an application form. **Acceptance of applications starts from October 15th, 2024 and ends on February 1st, 2025.**

Please fill in the application form to find more information about participation in the business lounges of the **MIEF.EXPO-2025 Business Programme.**

[Apply for participation](#)



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