

**MEMORANDUM OF UNDERSTANDING**  
**BETWEEN**  
**THAILAND CONVENTION AND EXHIBITION BUREAU**  
**AND**  
**RUSSIAN – THAI BUSINESS COUNCIL**  
**CONCERNING**  
**EXHIBITION AND CONVENTION COOPERATION**

Thailand Convention and Exhibition Bureau (TCEB) and the Russian – Thai Business Council (RTBC) jointly referred to here as the “Parties”;

NOTING the importance of cooperation in the Meetings, Incentives, Conventions and Exhibitions (MICE) industry in order to create long-term competitiveness and sustainability for the service sectors of Russia and Thailand in the international arena;

HEREBY declare their intention to jointly promote and enhance cooperation in the Meeting, Incentive, Convention and Exhibition (MICE) industry through communication and discussion, and on the basis of equality and mutual benefit. RTBC and TCEB have agreed to establish a long-term strategic partnership as follows:

**Co-operation framework**

1. Both parties shall assist and facilitate, in their full capacity, to develop the Meeting, Incentive, Convention and Exhibition industries in both countries.
2. Based on the principle of equality and mutual benefit, the parties shall promote the development of direct business contacts and cooperation for Meeting, Incentive, Convention and Exhibition industries between economic, commercial and other related organizations and enterprises in Russia and Thailand.

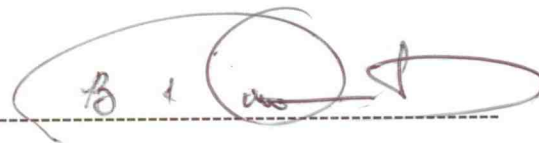
3. Both parties shall, on a regular basis, exchange information on their respective national MICE industry's possibilities, incentives and important requirements.
4. TCEB shall provide supportive incentive campaigns, where applicable, to assist and facilitate MICE operators from Russia to Thailand
5. Both parties shall cross-promote MICE news (press releases, support policies, exhibition/convention calendars, etc.) where applicable, by means of online linking, PR activities, brochures, newsletters, databases and to members of both parties.
6. RTBC shall provide a free of charge web-page in *Navigator for Business*, a Russian B2B Network, to TCEB where TCEB can upload MICE information, news, photos, videos, etc. thus informing potential Russian participants on all MICE events in Thailand.

#### **The Period of Validity**

The present Agreement shall come into effect from the date of its signing and shall continue unless either of the Parties gives to the other Party notice in writing at least three months before its termination. The present Agreement is signed in Moscow, Russia on 22nd April, 2011 in English.



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Mr. Akapol Sorasuchart  
President  
FOR THAILAND  
CONVENTION AND EXHIBITION BUREAU



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Mr. Vladimir Tokarev  
Deputy of RTBC Chairman  
FOR RUSSIAN – THAI BUSINESS  
COUNCIL