



The only MICE and Luxury event focused on outbound from
BRAZIL – RUSSIA - INDIA – CHINA & SOUTH AFRICA





The BRICS Meeting industry



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Currently the BRICS hold more than 21% of the world's GDP, turning them into the group of fastest growing countries on the planet. Moreover, they represent 42% of the world's population and 45% of the workforce and above it all they are the biggest consumers of the world.

According to Brain & Company, the market in the countries that make up the BRICS (Brazil, Russia, India and China and South Africa) is expected to grow on average 25% over the next five years. Worldwide, this segment moves US \$ 220 billion.

The projected growth for business travel in these markets is incomparable. Have you considered how you'll integrate BRICS into your managed travel program?

The BRICS MICE Travel Market is the only one in the world on the trade meetings industry, entirely devoted to the emerging markets of the BRICS.

Here, there is a good opportunity to learn more about the BRICS market, during our conference, but also this is the right place to make a business during our workshop with hosted buyer from BRICS and international suppliers.

Welcome!



Russian Federation

Российская Федерация
Rossijskaja Federacija
Total area: 17,075,200 km²
Populations: 144 Mio

中华人民共和国

People's Republic of China
Zhōnghuá Rénmín Gònghéguó
Total area: 9,596,961 km²
Population: 1.3 billion

República Federativa do Brasil

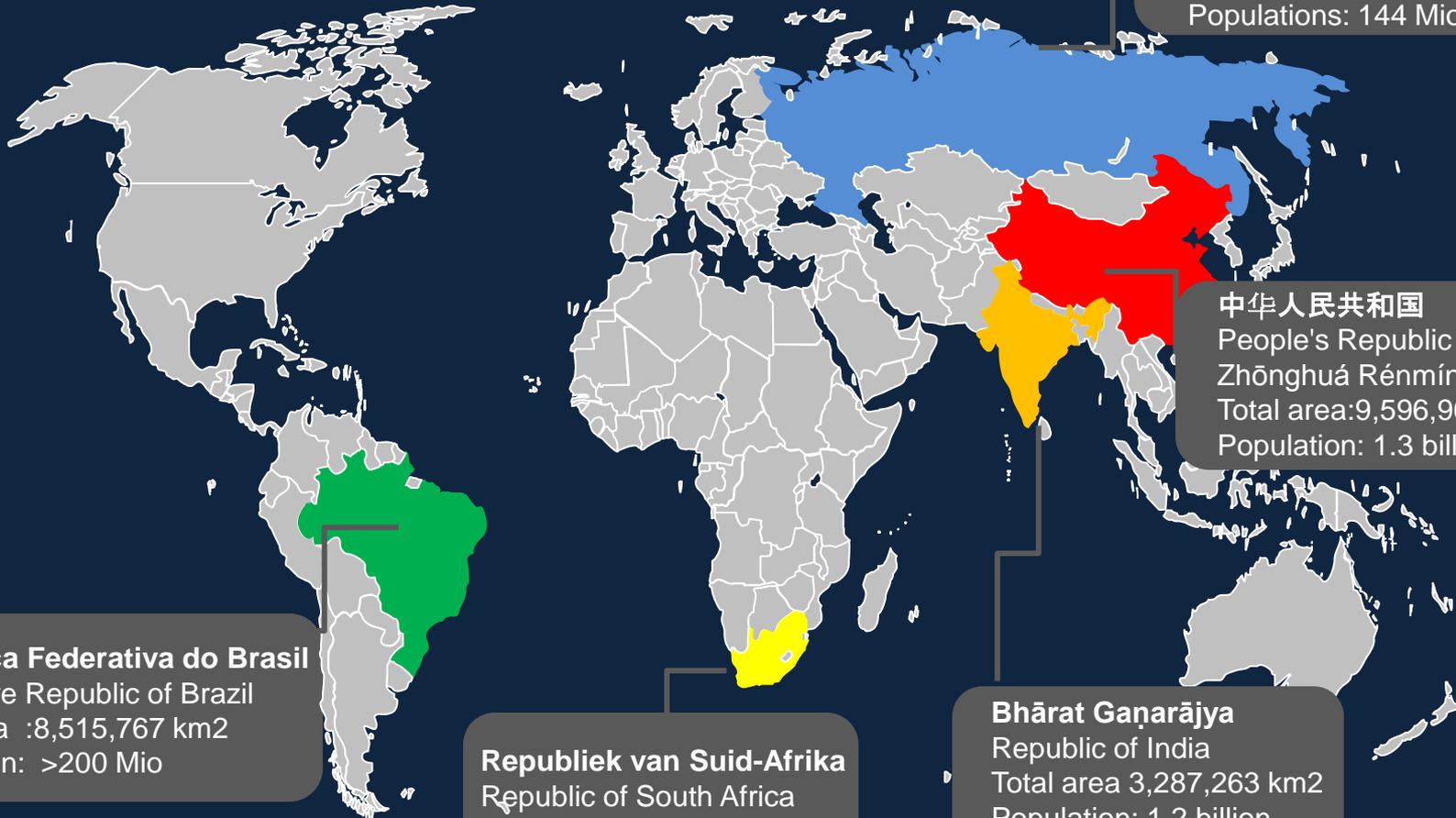
Federative Republic of Brazil
Total Area : 8,515,767 km²
Population: >200 Mio

Republiek van Suid-Afrika

Republic of South Africa
Total Area : 1 221 037 km²
Population: 50 Mio

Bhārat Gaṇarājya

Republic of India
Total area 3,287,263 km²
Population: 1.2 billion



THE EVENT

THE CONFERENCE

Although the BRICS are very important to the Meetings Industry, they are at the same time an extremely complex market, This conference aims to discuss and exchange experiences. Also it is a showcase on how to attract more high level clients from these countries and study the strategies of marketing.

THE WORKSHOP

During two days, the workshop gathers top MICE / MEETINGS travel buyers from the BRICS countries to participate in pre-scheduled meetings with the world's best travel-experienced suppliers.

SOCIAL ACTIVITIES

Networking is an essential part of our event. In a luxurious atmosphere and glamour, events will be organized, such as an official party, a gala dinner, a site inspection, and social activities are included in the program.

THE DELEGATES

THE HOSTED BUYERS

The hosted buyers are premium travel agents and top travel professionals from **Brazil, Russia, India, China, and South Africa**, who work on the final decisions in the MICE segment.

THE SUPPLIERS

The suppliers are the world's most prestigious companies and brands when it comes to high luxury tourism. This charter is made of hotels, cruise ships, exclusive destinations, airline companies, car rentals, and suppliers of exclusive services. (50)

THE SPEAKERS

According to the conference themes, we will invite professionals with high knowledge of the BRICS market and reputation in the MICE and Travel Trade for show cases.

THE PRE- AND POST-TOUR

To strengthen connections, **SUPPLIERS** and **HOSTED BUYERS** will be invited **TOGETHER** for a post-tour. It will be a few days, where outside the formality of B2B and in a relaxed context, the delegates will be able to build relationships and reinforce their network.

PRE

To promote the host city, we will take the delegates to a pre-tour, and show what the destination has to offer. This visit will be offered to **ALL DELEGATES**.

This is another opportunity for buyers and suppliers to network and feel the business.

POST

After the workshop, in the same way as in the Pre tour, we will split into delegate-groups by point of interest and take them on a tour (2-3 nights) Again, buyers and sellers will be together.

ROI Return of the investment

They are a high level MICE Company from Brazil, Russia, India China and South Africa. , We are aware of the companies which are successful in bringing events to Europe, and we have the instruments to influence this companies to host MICE events to new destinations.

The arrival of passengers from countries of the European Union (EU) in the first quarter increased to 1.02 million, 70.6% more than in the same period of 2014. The number of EU tourists reached 229,000, 16.5% more than in the same period of 2014.

But tourism revenues increased relatively little compared to the increase in tourist arrivals, to rise only 9.5% for a total of 516 million euros. This means there's a lack of high purchasing power tourists, which is something that can be provided by tourists from the BRICS countries. Currently the BRICS hold more than 21% of the world GDP, turning them into the group of fastest growing countries on the planet. Moreover, they represent 42% of world's population and 45% of the workforce; and above it all they are the biggest consumers in the world. According to Brain & Company, the market in the countries that make up the BRICS (Brazil, Russia, India, China and South Africa) is expected to grow on average 25% over the next five years. Worldwide, this segment moves US \$ 220 billion.

The OMT studies (World Tourism Organization) reveal that luxury tourism in the world moves 3% of the total volume and 25% of the industry's revenue. Luxury and MICE work together for BRICS Countries.

We're talking about a tourist who spend \$ 20,000 total for each trip, starting from the normal tourist with \$ 2,500, according to the World Travel Market Trends Report "The Euromotor".

In Partnership with

**SLOVAK
CONVENTION
BUREAU**



**GLOBAL
BUSINESS TRAVEL**



BRICS|MICE
Travel Market



Travel
To **Business**

WHO WE ARE

We are a consulting company for B2B travel trade with a deep knowledge of digital media and social networks. We develop workshops and education to customize travelers, taking into consideration the dynamics of the market and the world's diversity.

Our philosophy: Who, What, Why, When, Where and How ... to travel !

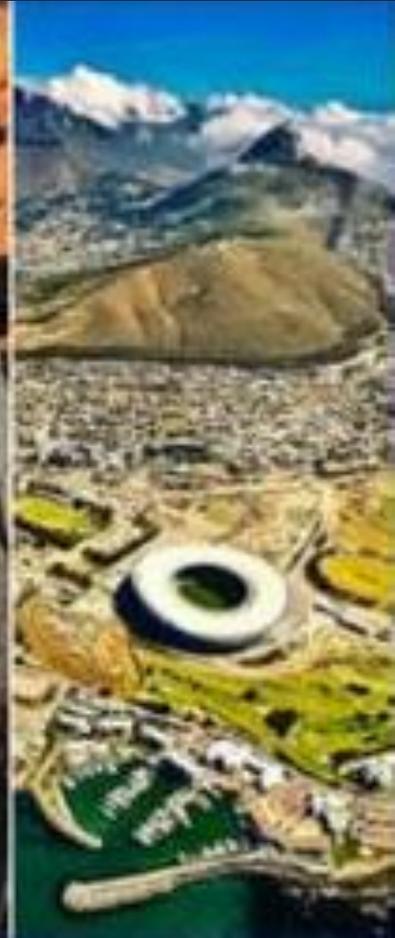
OUR MISSION

- Professional development of business travel industry executives
- Maintaining corporate buyers/suppliers communication platform
- Determining major trends of industry's formation and development
- Target market analysis;
- Marketplace customization;
- Development of marketing strategies

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