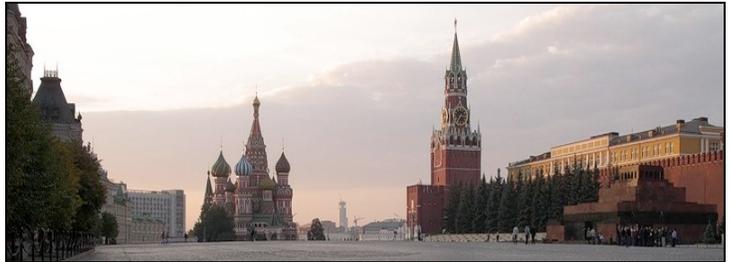


**FOR IMMEDIATE RELEASE**

## **RUSMICE – INCENTIVES, MEETINGS, EVENTS IN RUSSIA**

**Rusmice DMC appoints Nemonic Concepts for Australasian markets:**

**SYDNEY, AUSTRALIA: February 01, 2013:** --- Innovative Russian destination management company, RUSMICE, has appointed Nemonic Concepts to launch their “Events & DMC” tourism services into the Australasian market.



“We are pleased to appoint Nemonic Concepts to represent Rusmice within this emerging market” Natalya Anikeeva, the marketing director of Rusmice advises. “The Rusmice commitment to our clients is an effective proactive approach that ensures every detail for an incentive travel program, conference or business event is expertly covered and delivered. From the selection of hotels, restaurants, special services and creative activities, our commitment is to ensure an unforgettable experience. With the advent of the Qantas/Emirates partnership, Russia is now very accessible from Australia/New Zealand as Moscow is only 5.15 hours from Dubai” continues Ms Anikeeva.

Based in Moscow with operational offices in St. Petersburg and the Olympic city of Sochi, Rusmice has a team of 15-experienced industry professionals. A glimpse of the client list includes automotive, pharmaceutical and banking giants such as Citigroup, Coca-Cola, Hyundai, Pfizer, Toyota plus an array of international sporting federations including the IAAF (Athletics) and the Russian Football Union.

To establish its presence in the market, Rusmice has designed a collection of incentive program options for groups wanting to experience the diversity and ambience of authentic Russia. “Russia offers a vibrant diversity of attractions for incentive programs, including Moscow and St. Petersburg, and Nemonic Concepts is delighted to have the opportunity to promote this dynamic company and desirable destination to our market.” Susan Wallace, partner, Nemonic Concepts says. “A strong Australian Dollar plus motivated competition from airlines for market share, guarantees Russia increased prominence within this market.” Ms Wallace comments.

### **ABOUT RUSSIA:**

Enticing and diverse, Russia is everything you would imagine this vast nation to be. From the historically significant cities of Moscow and St. Petersburg, to nurturing rolling plains of the Russian Steppes and the inspiring snow-capped peaks of Sochi to the vastness of Siberia, Russia unveils an endless panorama of dramatic landscapes. Russia and the C.I.S. are also the custodian of numerous heritage sites - from historic cities with irreplaceable palaces and distinctive churches to mountain and lakeside wilderness. Then there are the opulent hotels synonymous with the new found wealth of the region, with each property offering an alluring blend of new world luxury and Russian aesthetic.

Just a 5.15 hour flight from Dubai, the capital city of Moscow offers visitors an authentic Russian experience. And though Moscow’s sleek modern infrastructure provides visitors with new business ideals and streetscape luxuries, the city still retains the aura of power and glory from past eras. To complement Moscow, one of Europe’s most beautiful cities, St. Petersburg, evokes the romance and glory from the time of Czars and as the former “imperial” capital, it symbolises Russia’s haunting past.



**ABOUT RUSMICE:**

RUSMICE is a Russian-based Hospitality, Events and Destination Management Company, with its main office in Moscow and branch office in St. Petersburg and representative office in Sochi.

RUSMICE is the leading hospitality, events and destination Management Company in Russia, with extensive experience serving the MICE around Russia and the CIS. Established in 2008, RUSMICE has grown to employ 15 full-time employees in Moscow, St. Petersburg and Sochi.

RUSMICE is active across all industry segments including:

Automotive, Brewing, Banking, Healthcare, Insurance, Pharmaceutical and Sporting Current and previous clients include Bridgestone, Citigroup, Coca-Cola, Hyundai, IAAF, Johnson & Johnson, Peugeot, Pfizer, Renault, Russian Football Union, SABMiller, VINCI and Toyota.

**ABOUT NEMONIC CONCEPTS:**

Represents leading and award winning destination management companies from around the world:

Wedgewood DMC Group - UK, Europe, USA, South Africa

Condor Travel - Argentina, Brazil, Chile, Ecuador, Peru

Designer Incentives India - India, Nepal, Sri Lanka

Rusmice - Russia & C.I.S.

Destination Mexico - Mexico

Traveline Egypt - Egypt

Alliances in UAE, Sultanate of Oman, East Africa

**CONTACT:**

Ph: 0412842832/0439896668

E: [info@nemonic.com.au](mailto:info@nemonic.com.au)

W: [nemonic.com.au](http://nemonic.com.au)

F: [www.facebook.com/pages/Nemonic-Concepts](https://www.facebook.com/pages/Nemonic-Concepts)