

# Novorossiysk shall have world-class infrastructure for the development of MICE tourism

In 2018, Novorossiysk (Krasnodar region) will become a venue for the international investment project aimed at developing business tourism and MICE services. The purpose of the project is to form a recreation and tourism cluster, one of a kind in Russia. Being the largest business cluster in Novorossiysk, its infrastructure is designed to host international business events, professional exhibitions and education programs. The cluster will create new jobs in the region and significantly increase the capacity of tourist accommodation in the city. The project will be carried out as a part of the public private partnership model.

The first step will be to hold an international professional competition aimed at developing a comprehensive architectural and urban planning concept of the cluster which should comply with the requirements for international business events.

**The International Supervisor of the competition** is Anja Sofia Ehrenfried, a partner of the EDDEA architecture firm and expert in architecture and urban planning.

**The competition is set up on the initiative** of Ltd. Pyatnitsa and Joint stock company United Energy Construction Corporation.

**The Organizing Committee and the Project Consultant** is the Agency for Strategic Development "CENTER".

**The competition is supported by** the Government of Krasnodar region and the city of Novorossiysk.

Russian and International companies (consortium members or with the Representative office at the RF territory) that unites specialists in the field of architecture, territory and facility development, economics and financial modeling, MICE-tourism and marketing, as well as other relevant specialists are welcome to participate in the competition. The competition proposals should include a strategy for functional programming, architectural and urban-planning concept, as well as a financial and economic model.

To enter the competition, participants need to complete an application form on the official website at [www.novocluster.com](http://www.novocluster.com) by **January 22, 2018**. At the first (qualifying) stage, participants are required to provide a portfolio of completed projects showing their relevant experience in comprehensive area development.

The projects will be carried out during the second phase of the competition. Only the best three teams will be chosen to compete at this stage.

**The total prize pool of the Competition is 8,100,000 rubles**, plus taxes and fees. The finalists of the second stage will be awarded a contract for development of the concept, for which they will receive 1,700,000 rubles compensation.

- The winner of the second stage will receive an additional bonus of 1,500,000 rubles.
- The runner-up of the competition will receive an additional bonus of 1,000,000 rubles.
- The third-ranked finalist will receive an additional bonus of 500,000 rubles.

**Igor Dyachenko, Mayor of the Hero city of Novorossiysk:**

“Novorossiysk is one of the most attractive municipalities for investors. Not only is it the largest industrial hub of the south of Russia, it is also a place with unique tourism opportunities.

In order to create a local innovative all-season tourist center within the framework of the Development Concept of Resort and Tourist Complex of Krasnodar region until 2030, we are going to collaborate with the partners of the project and form a world-class business cluster in the city.”

**Yuri Barzykin, Member of the Jury, Chairman of the Chamber of Commerce and Industry of Russia for Entrepreneurship in Tourism, Vice-President of the Russian Association of Travel Industry**

“The Russian Association of Travel Industry and the Committee for Entrepreneurship in Tourism of the Chamber of Commerce and Industry of Russia decided to endorse the project because of its innovative and open approach to creating the cluster and promoting tourism in the region.

We are planning to include the project in the Development of the Domestic and International Tourism in the Russian Federation (2019-2025) program, the general principles of which are dedicated to the innovative nature of the tourism industry and its diversification.”

**Maksim Korobov, Principal Shareholder in Ltd. Pyatnitsa**

“We are planning to complete the first phase of the project by 2021. The territory will cover five hectares and is located next to the part of the Admiral Serebryakov embankment that is to be reconstructed at the fourth stage. According to preliminary estimates, the overall private investment for the initial stage of the project will total 7 billion rubles. This phase will include the construction of infrastructure designed to develop a wide range of world-class tourism, e.g. business, event, education, wellness, and nautical tourism.”

**Sergei Georgievsky, Head of the Organizing Committee, Director of the Agency for Strategic Development “CENTER”**

“The project is based on several comprehensive studies that determine the most effective way of developing the area, taking into account both the location and global trends in the field. So far, Russia has never had a recreation and tourism cluster formed by an open international competition. It will provide us with drastically different conceptual approaches for the development of the coastal area.”

The best proposal will be chosen by the cross-disciplinary jury.

**The results of the Competition will be announced on May 31, 2018.**

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**Official Competition Website**  
**[novocluster.ru](http://novocluster.ru)**