

AZERBAIJAN

RAYDA
TOUR OPERATOR

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01

GREETINGS

FROM RAYDA TEAM



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The **MICE** sector in Azerbaijan makes a significant contribution to the country's economy and these figures are growing from year to year. According to the data for 2018, about **3 million people** visited Azerbaijan, and this **figure increased by 13%** only in the first half of 2019. Azerbaijan is one of the 10 countries with the fastest pace of development of the tourism industry. Our mission is to attract as many business travellers to the country as possible, and we hope that our product will help you to do the same.

Azerbaijan is ideal destination for MICE events. A wide variety of city and country hotels, a high level of service in restaurants, quality service and all this in combination with insanely welcoming and hospitable people who are ready to show all the flavour of the country, will leave an unforgettable impression.

Another important point is security, because Azerbaijan is included in the ranking of the **safest** countries in the world. Moreover, we have extensive experience in holding world events at a very high level: **FORMULA 1, EUROVISION, EUROPEAN OLYMPIC GAMES, EUROPEAN LEAGUE FINAL,** etc.



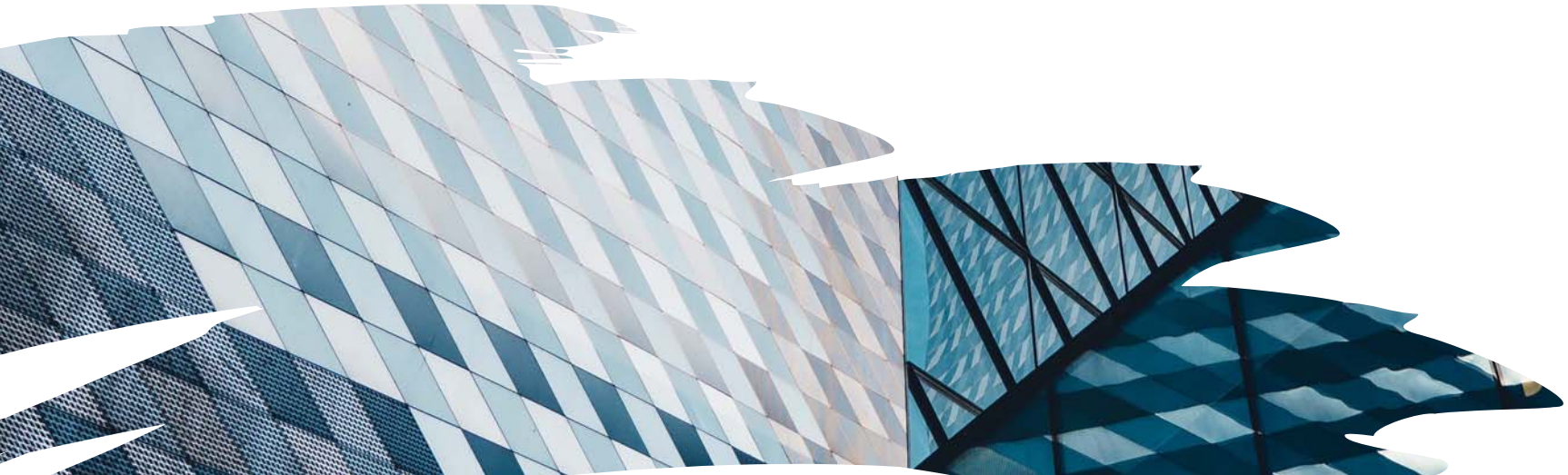
Our goal is to give you a clear idea of all the possibilities of MICE with the help of this presentation. We are ready to share all market research, as well as the experience of held events and their results. We will be glad to see you at international exhibitions and foreign trips. In a word, we are here to help you realize your ideas and develop your business in all possible ways that Azerbaijan has. Our team are at your disposal, we look forward to working together in the MICE industry.



02

OUR MICE

TEAM



RAYDA TOUR OPERATOR



Natalia Kovalenko
MICE / business development manager of MICE department



Veronika Lyubchenko
Regional manager for development



Afsana Abbasova
Senior manager MICE department



Parviz Haqverdiyev
Travel coordinator



Aygun Jabbarova
MICE department manager



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03

Why rayda tour operator is

THE LEADING PARTNER

of the Mice market in

Azerbaijan



RAYDA TOUR OPERATOR company was founded in 2010, and embarked on its journey with B2B business (served only corporate clients), having established itself as a reliable and professional partner.

Over 10 years, the company has come a long way in development, and today we are one of the **largest travel companies** in Azerbaijan in terms of business volume and **the largest** in terms of service portfolio.



We are active members of **IATA, AZERBAIJAN CONVENTION BUREAU** as well as regular exhibitors of **ITB** in Berlin, **MITT** in Moscow, **ATM** in Dubai, **KITF** in Almaty and **COTTM** in Beijing, we have representative offices in **Almaty, Tashkent, St. Petersburg,** and 2 offices in **Baku.**

The mission of our company is to make the world more accessible to people through professional and high-quality service.

We have been developing
MICE direction
since **2016**

Since 2016, RAYDA TOUR OPERATOR has carried out several major projects in Azerbaijan, for such global companies as Japan Tobacco International, Knauf, Societe Generale, Mars and others.

The experience gained helped us to assemble a team of professionals and enter the international market, continuing to carry out large-scale projects for big accounts.

MICE direction is by far the highest priority for us. It is willing to discover Azerbaijan and all its potential as a multifaceted, colourful and at the same time modern country that meets the highest standard of client requirements.

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Our company's MICE business development trend

2016	2017	2018	2019
1250 tourists	2830 tourists	4360 tourists	MICE are for you!

Why do our partners and customers choose us for MICE projects:

- More than **100** projects have been implemented for both local and global partners
- More than **10** MICE promotional tours
- Professional **team** of experts from different CIS countries and Europe
- Financial **stability** and flexibility
- High customer **focus**
- Well-established **system** of work with hotels, conference rooms and other MICE structures
- Preparation of **individual** programs for customers

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04

MICE ORGANIZATIONS

of **Which We** are Members



MICE Organizations of Which We are Members

azerbaijan TOURISM BOARD

arabian travel market DUBAI

AZERBAIJAN CONVENTION BUREAU

Kitf

IATA

Mitt

URAL TRAVEL MARKET 2018

БОЛЬШОЙ УРАЛ









05

Who our

Clients Are



RAYDA TOUR OPERATOR



Our partners and clients are very important for us. The most important thing is the quality of services provided, so we take as a basis the knowledge and comprehensive acquaintance with Azerbaijan.

Our company has organized more than 10 training advertising MICE programs for employees of the tourism industry from different countries of Europe, Asia and Russian cities. More than 30 presentations outside Azerbaijan were held in cooperation with embassies and consulates, telling about the possibilities of the country.

The number of tourists met by our company is growing from year to year. The range of tours and the services provided is expanding, the blocks of seats on the airlines that our company reserves are increasing.

We are sure that you will want to join this exciting trip to MICE. We hope that soon, we will meet you or your customers in hospitable Azerbaijan!

Газпром · Сбербанк · РЖД Российские железные дороги · SAMSUNG · LIEBHERR

Schneider Electric · INTOUR SUMMIT · ACTE RUSSIA АБТ IN PARTNERSHIP WITH RUSSIAN ASSOCIATION OF BUSINESS TRAVEL · KNAUF · Государственный Эрмитаж The State Hermitage Museum

oriflame · ITB BERLIN · 300информ бизнес

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06

WHAT IS MICE

and How Do We See It

MICE (from eng. Meetings, Incentives, Conferences, Events) is an area of the business tourism industry associated with the organization and holding of various corporate events.

Representatives of various professions and sectors of the economy take part in corporate events.



The main objectives of MICE-activities include:

- **Organization of meetings,** presentations and negotiations with business partners
- Education, participation in trainings and programs to enhance **corporate culture** or **team building**
- **Attending professional events** (conferences, exhibitions, congresses, seminars, forums)
- **Participation in incentive or motivational events**/tours/programs conducted by companies for employees or partners
- Establishing **business** contacts
- **Attracting new partners**, customers, investors, suppliers, etc.
- **Attracting the attention of investors**, partners and customers to the brand and products / services of the company through image-building events, PR-events, participation in exhibitions.

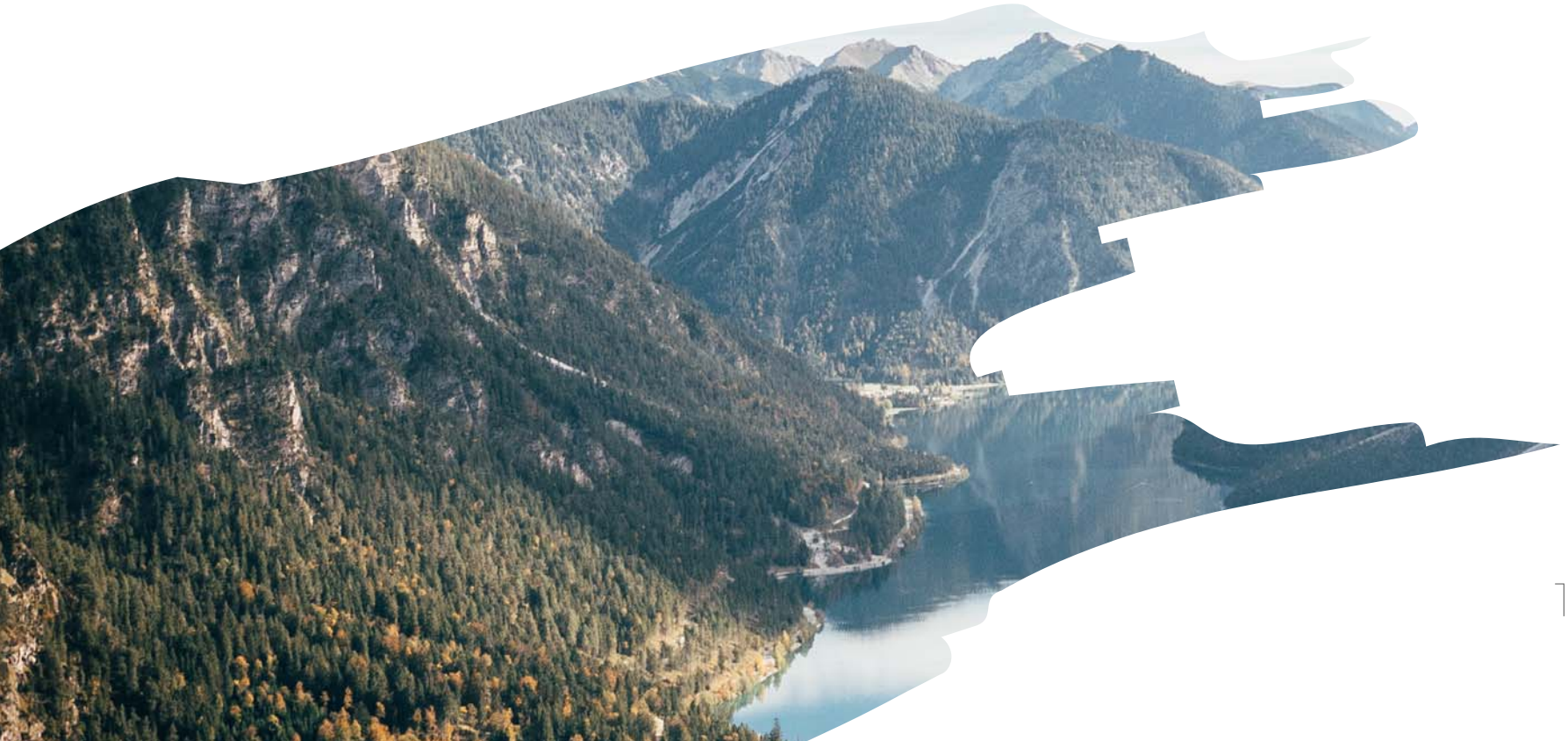
MICE are series of activities aimed at business development. It turns out that MICE-tourism in modern society and at the current pace of development of the world economy is necessary as air. So, only the choice of the right direction and organizer will bring you a guaranteed MICE-result.

07

Azerbaijan is An

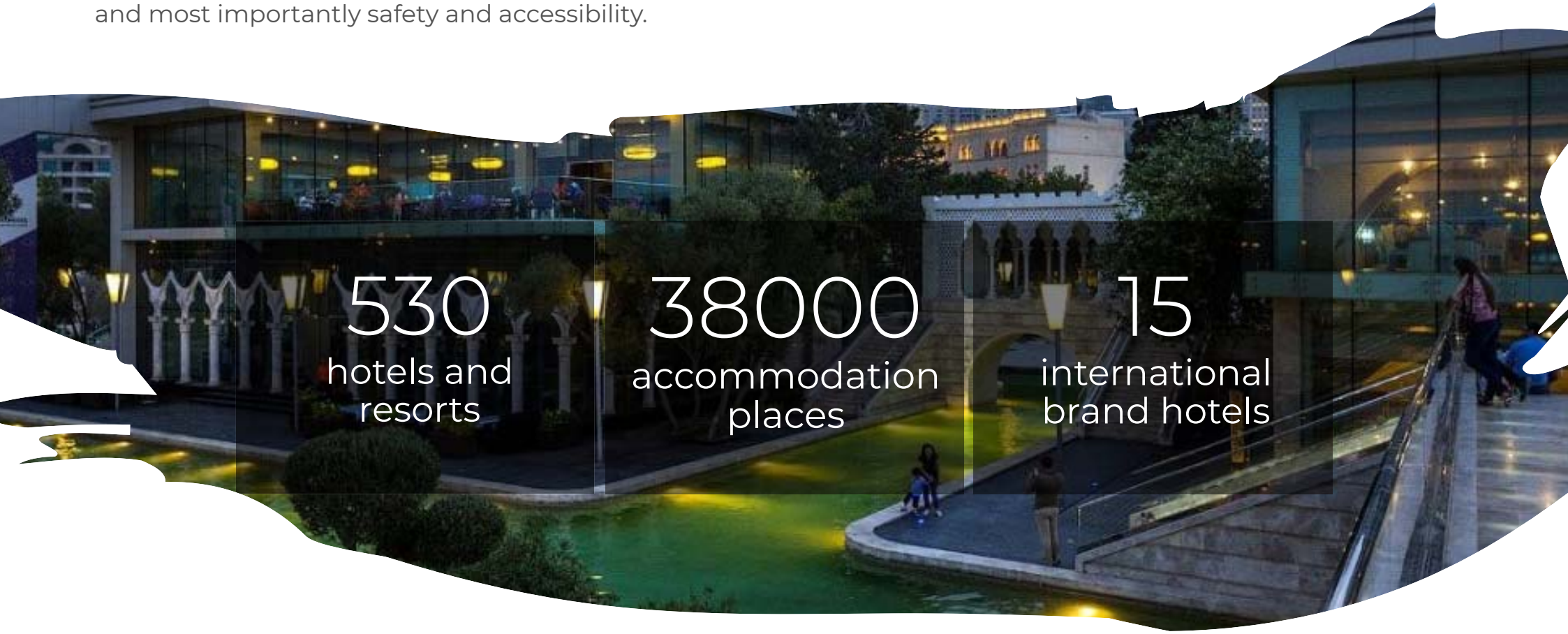
IDEAL DESTINATION

for Mice



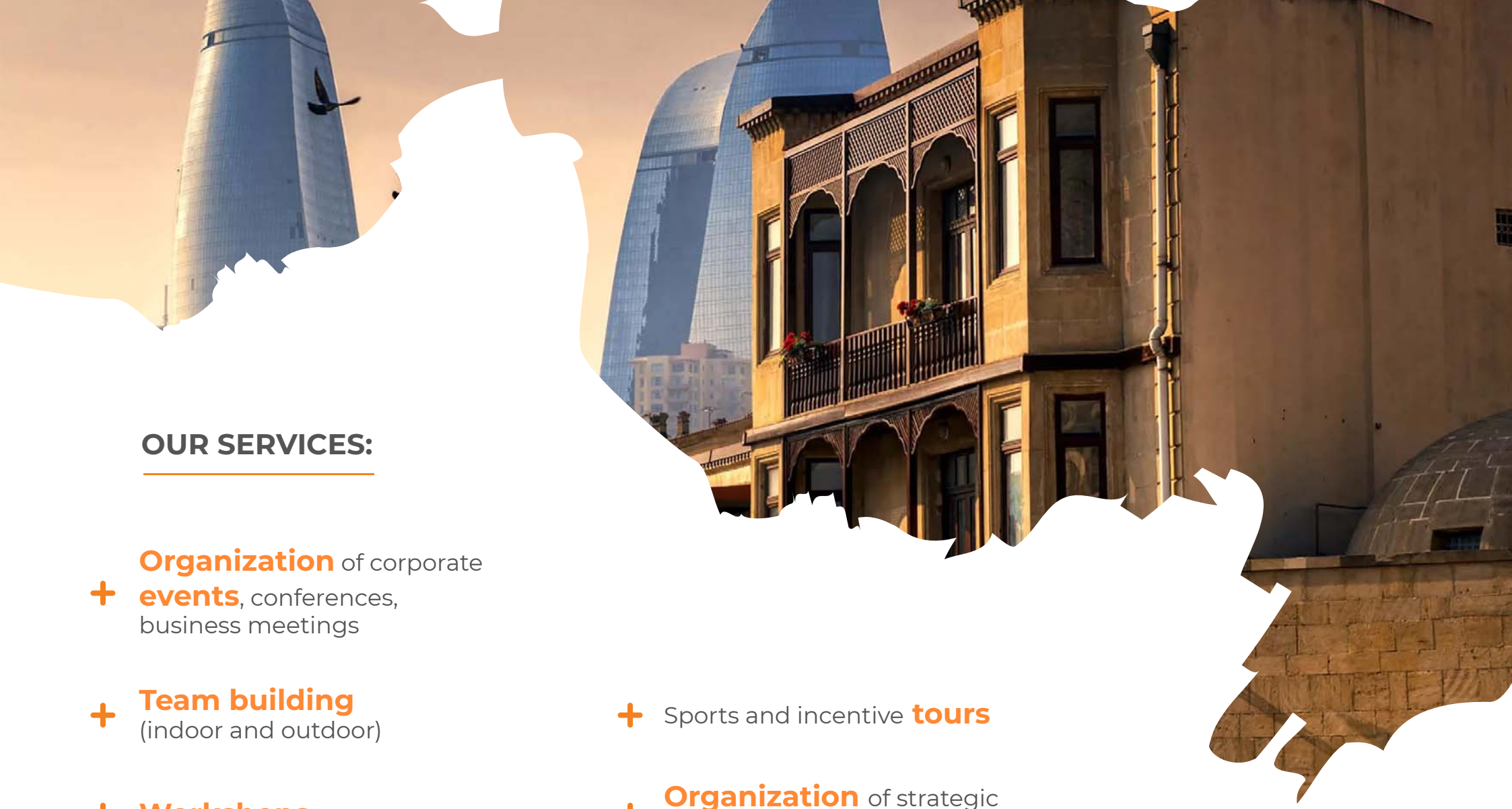
There are a lot of opportunities to organize MICE projects, and most importantly to get **100% result from it today in Azerbaijan.**

Country of contrasts – here you can immerse yourself in the atmosphere of the old town, with a national colour and mystery, and then go back to the cosmopolitan world with skyscrapers and fantastic lights. It has the entire latest infrastructure, cuisine diversity, unique history and culture, and most importantly safety and accessibility.



- More than 100 venues for events.
- The largest Convention center in the region with a capacity of 68,000 people.

RAYDA TOUR OPERATOR



OUR SERVICES:

+ **Organization** of corporate **events**, conferences, business meetings
+ **Team building** (indoor and outdoor)
+ **Workshops**
+ **Trainings** (in cooperation with DEVELOR – global consulting company)
+ Sports and incentive **tours**
+ **Organization** of strategic **meetings** with facilitation
+ **Board games** for the team



08

Our MICE

PROPOSALS

in Azerbaijan



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OUR PROPOSALS

Develor

Workshops and trainings

Entertainment (Board games, sports and incentive tours)

Organization of corporate events, conferences and meetings





DEVELOR is a synergy of modern European developments and experience with the realities, mentality and peculiarities of local markets. **Since 2003,** DEVELOR has become the **market leader** in HR consulting and training in the Central European region by the number of staff, turnover, number of training days and consulting hours, and to this day holds its position.

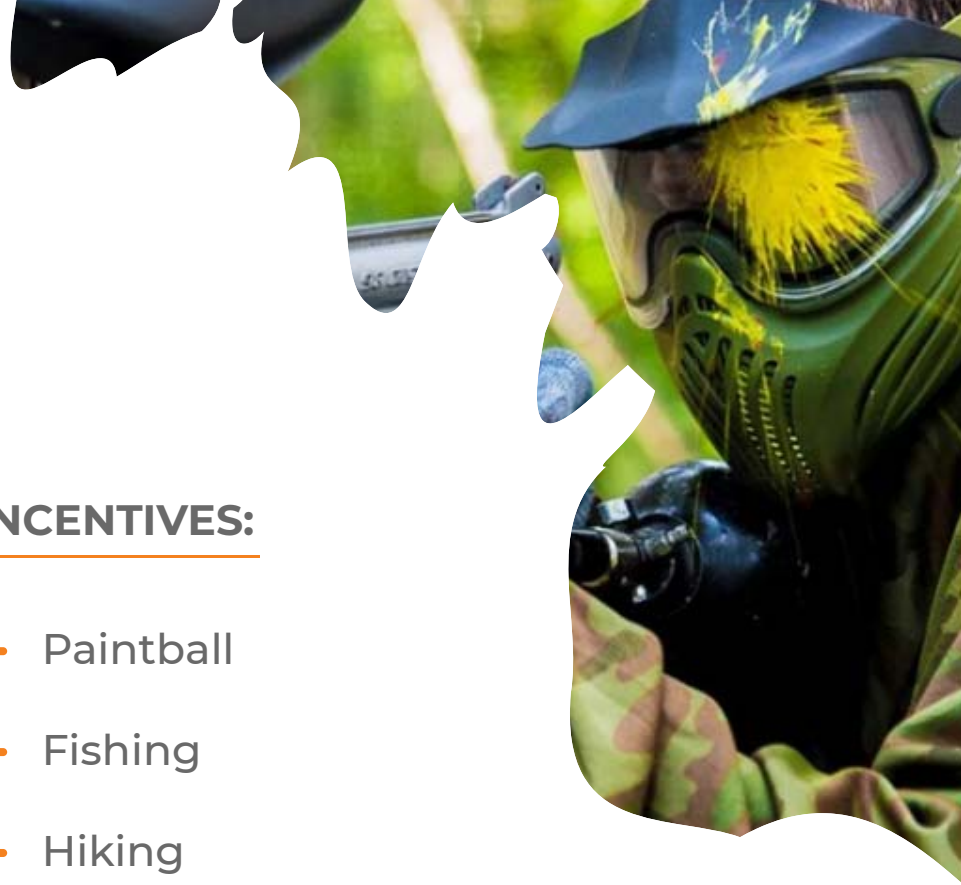
Today **DEVELOR** network is the fastest growing knowledge network with **20 OFFICES** in Central Europe.

DEVELOR HAS MORE THAN 70 PRODUCTS IN 4 MAIN AREAS OF EXPERTISE.

DEVELOR's methodology contains individual and team diagnostic tools, practice-oriented training courses, workshops, individual and team-coaching, organizational development and consultancy, teambuilding.

All these activities are delivered in 25 LANGUAGES by our more THAN 100 "SECOND GENERATION" EXPERTS – professionals from the industries with rich personal experience and excellent training skills.





WORKSHOPS:

- Carpet weaving
- Blacksmithing
- Cuisine
- Oil painting
- National dance

INCENTIVES:

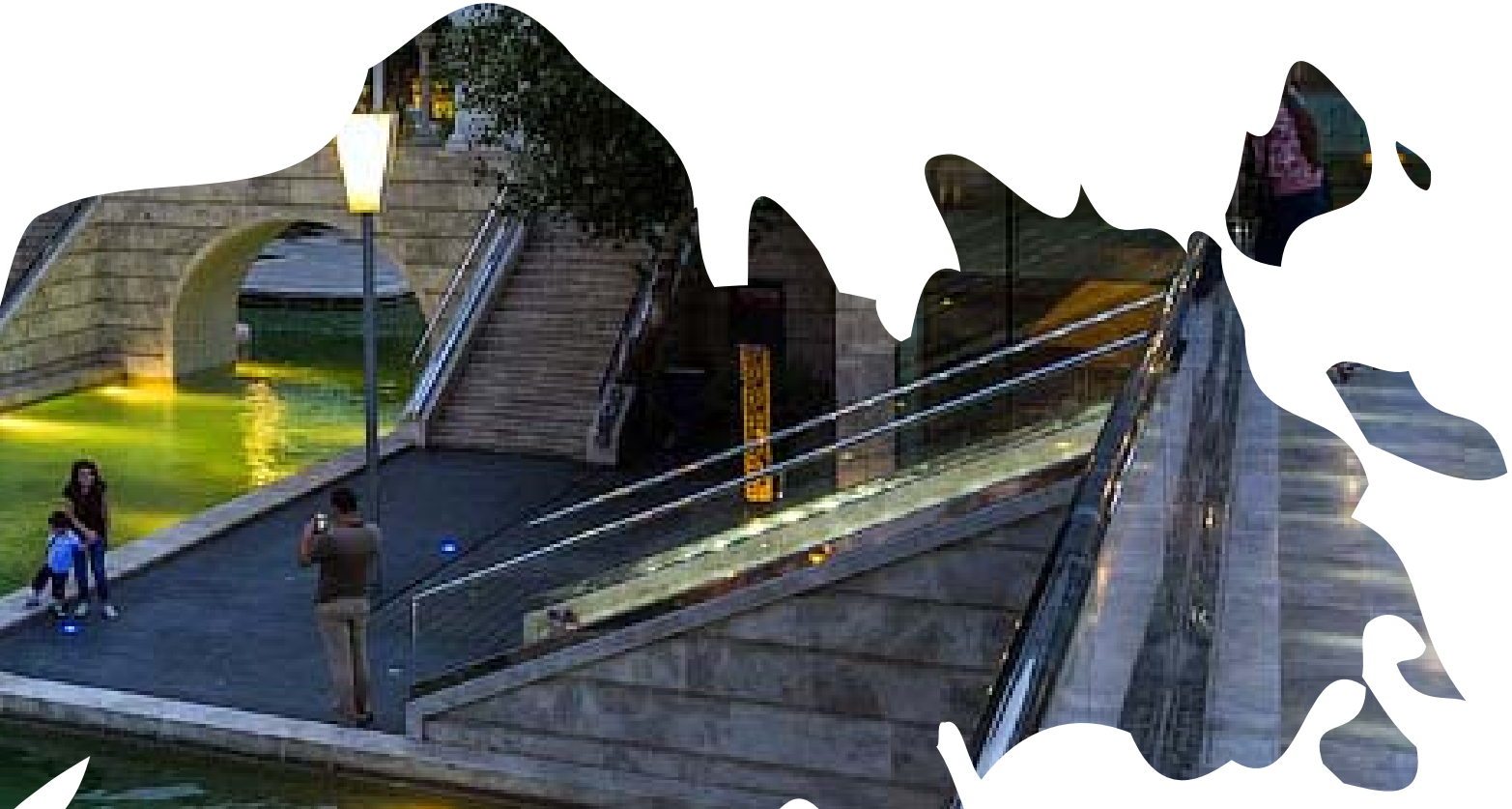
- Paintball
- Fishing
- Hiking





09

What Do Our PARTNERS Say About Us



RAYDA TOUR OPERATOR



SOCIETE GENERALE

« Based on positive experiences of our cooperation since the beginning of 2018, we can confidently recommend RAYDA TOUR OPERATOR as a professional customer-oriented corporate MICE agency where a qualified, high-quality team is assembled, ready to help in all corporate matters »

SOCIETE GENERALE

GOOD TIME travel agency

« RAYDA TOUR OPERATOR company performs at the highest level, I would like to emphasize the effective work of specialists, becaus the project was completed within the conditions specified in the contract, on exact dates and with attention to the client »

GOOD TIME TRAVEL

TÜV AUSTRIA

« We are pleased with our partnership with RAYDA TOUR OPERATOR and we can confidently recommend them to all those who are interested in business services »

TUV AUSTRIA





WE ARE ALWAYS GLAD TO NEW PARTNERS!

Kazakhstan, Almaty, st. Bayzakova, office 59

Russia, St. Petersburg, ul. Zastavskaya 35, office 207

Azerbaijan, Baku, st. Jalilova 20

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