

ISO Congress, March 15-17 2012.

09.03.2012

Helsinki Finland, Cruise Ferry Princess Maria, St.Petersburg Russia, Helsinki.

Thursday March 15

Arrivals to Helsinki Airport (please note Finnish time is GMT +2) take the Airport bus or taxi to:

Myymälä, Shopfitting exhibition by easyFairs, address:
Helsingin Messukeskus, Messuaukio 1, 00520 Helsinki

13:00 The ISO Secretariat will be present at the entrance assisting with free registration.
But you are welcome to register yourself whenever you arrive to the fair.

14:00 At the “learnshop” in the exhibition area the ISO seminar takes place on the theme:
“*Approach to Russian Retail*” and “*International Shopfitting*”.
Speaker: Neil Whitehead, Stuff International Design Ltd., London, www.stuffid.com

15:15 ISO MC Meeting (for the management committee only), meeting room at the fair.

16:45 Joint transportation, 2 taxi-buses (10 people each) marked **ISO**, in front of the Holiday Inn next to the exhibition, latest departure **17:00** takes us all to **M/S Princess Maria** and check-in.

17:30 last **group check-in** time (departure 19:00) at:
The West Ferry Terminal of St.PeterLine (Länsiterminaali, 1st floor, Tyynenmerenkatu 8, Helsinki).

18:00-20:00 ISO members meeting on board, briefing, drinks. Q+A to Russia expert Neil, who participate in the whole tour with spouse Charlotte, available for shop-talk!

20:30 Buffet dinner incl. beer & wine, table reservation “ISO”.

22:00 Entertainment on board, bars open most night! Get-together or individual?

Friday March 16

08:00-10:00 Breakfast onboard, table marked “ISO” (Russia time GMT +3).
Time and opportunity for an informal meeting/business talks if wanted.

10:30 Arrival to St.Petersburg. No Visa required but passport control takes time & patience!

11:00 (+) ISO Bus departure from the Terminal. Tour includes The Peter & Paul Fortress, other sites in central St.Petersburg, Galleria Shopping Mall, English speaking local guide:
Mrs. Antonia Zvyagina, mobile + 79119224601.

14:00 ca. Drop off at the Singer House Café & large book store on Nevski Prospekt. **Lunch!***

Hermitage Museum guided tour group:

14:00 (+) The group of 6 who join the guided Hermitage museum tour follows Anna & the guide, and as time is precious, *grab a lunch on the way, or at the Hermitage Café?

17:15 The guide will walk the group to St. Isaac’s Sq. after the Museum visit for the shuttle bus back to the ship, or help the group to take taxi’s.

All others,

15:00 ca. Afternoon is free after lunch, and the *Singer House* is right on the Nevski Prospekt, the heart and most famous boulevard of St.Petersburg, *GostinyDvor* department store across the street, The famous *Passage* classic mall almost a neighbor and Neil Whitehead will surely be happy to show and tell all about it and his involvement in the modernization plans.

The Hermitage, Winter Palace, The Resurrection Church (Savior of spilt blood), the Statue of Peter the Great, St. Isaac's Cathedral, and other famous places of St. Petersburg are in walking distance.

Everybody must return to the ship by taxi or the official St.PeterLine shuttle bus, to check in latest: **18:00 at the Terminal Morskoi Vokzal port** (passport procedure again). Departure 19:00.

19:00-21:00 ISO Annual General Assembly according to separately forwarded Agenda.

Meeting room signed "ISO".

Snacks & drinks. Economic reviews. Member issues.

21:30 Gala Dinner in the a la carte restaurant, "ISO" reserved table.

Entertainment onboard, bars open, enjoy and have fun.

Saturday March 17

07:00-09:00 Breakfast onboard, table marked "ISO" (Finnish time again GMT +2).

Time and opportunity for informal conclusions of the past days' business talks if wanted.

8:00 Arrival, docking in Helsinki.

The restaurant is open till 9 and disembarkation must take place within 2 hours, but anybody with **early flights** may leave immediately upon arrival. Taxis ashore.

9:30-12:00 Sightseeing bus tour for those who want in the International Design Capital of 2012: New Music Hall - Sibelius Monument - Temple Rock Church visit - City Hall - Senate Square – Tour ends at the Central Railway Station (w/baggage lockers) & Airport Bus Stop, near the famous Stockmann Dept. Store and Globus Mall.

Goodbye and have a nice trip home.

Anna and Preben Bailey

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