

Press Release

Skopje/Vienna, 13 June 2014

CEFA General Assembly in Skopje/Macedonia

- **New CEFA President 2015: Jiří Kuliš, CEO & Vice Chairman of the board of BVV Trade Fairs and Exhibitions Brno**
- **New CEFA General Secretary as of 2015: Janos Barabas, Executive Vice Chairman Hungexpo Co.**

The General Assembly of CEFA, the Central European Fair Alliance, was held on 13 June 2014 in Skopje/Republic of Macedonia. Host of this conference was Skopje Fair Group/ExpoMedia because Daniela Gligorovska, executive director of Skopje Fair Group/ExpoMedia, is CEFA's president-in-office.

Presidency 2015

An important item on the agenda was the rotational election of the CEFA President 2015. The result of this election was the unanimous vote for Jiří Kuliš, CEO and Vice Chairman of the Board of BVV Trade Fairs and Exhibitions Brno. The designated CEFA President emphasizes CEFA's significance for the trade fair and exhibition field in the region, especially since many CEFA members work in similar conditions. "The past years have been very difficult for the industry and all of us had to face numerous challenges. It is not easy to realise trade fairs in economically volatile times. The harder the environment, the more important becomes the exchange of expertise and experience. Especially when marketing budgets are being cut and many of our customers aim to reach their target groups via social media", said Jiří Kuliš. "A network like CEFA helps us all, we learn from one another and with each other's support can make trade fairs even more attractive and with this more efficient."

New CEFA General Secretary

Janos Barabas (Executive Vice Chairman of Hungexpo Co./Ltd., member of the GL-Events Group and UFI Vice President) was elected as the successor of Franz Reisbeck who will be exercising the function of the CEFA General Secretary until the end of 2014 and will then start his well-deserved retirement.

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CEFA - Central European Fair Alliance

The Central European Fair Alliance (CEFA) was founded in January 1995. CEFA is an organisation uniting expo businesses from central and Eastern Europe. Trade fair organisers from Belgrade, Bolzano, Brno, Budapest, Budva, Bucharest, Celje, Chisinau, Graz, Klagenfurt, Ljubljana, Munich (Messe München, Gesellschaft für Handwerksmessen), Nitra, Novi Sad, Plovdiv, Pordenone, Sarajevo, Skopje, Sofia, Thessaloniki, Tirana and Vienna and various other members and cooperating partners from Bucharest, Celje and Zagreb have decided to embrace the process of European integration by working together more closely in the areas of marketing and public relations, exchanging know-how and by participating in joint training activities. CEFA's objective is to develop forward-thinking solutions to deal with the problems arising in an age of ever-increasing globalisation.

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