

February 2013

CEFA 2013

- **International Fair Plovdiv takes over CEFA Presidency in 2013**
- **CEFA Program 2013: Three Meetings, one Conference and two Seminars**
- **EUSDR Activities to be continued**

Under the presidency of Mr. Georgi Todorov Gergov, Managing Proprietor of International Fair Plovdiv, CEFA Central European Fair Alliance in 2013 will have a year full of activities. Regarding his presidency Mr. Gergov stated quote "During my CEFA presidency in 2013, I will do my best to further develop the cooperation between the CEFA members, to enhance the exhibition industry quality standards, the education activities and the dialogue with local and international institutions. Special attention will be given to the participation of the exhibition centres from Central and Southeastern Europe in the implementation of the EU Strategy for the Danube Region and to the admittance of new members aiming to expand the range of CEFA activities and to strengthen its positions. I am very pleased that International Fair Plovdiv will host the CEFA General Assembly on 20 – 22- June 2013." unquote.

The members are looking forward to two Steering Committee Meetings, the General Assembly, one conference and two seminars. Furthermore CEFA is continuing its activities regarding the EU Strategy for the Danube Region (EUSDR), which has been started in November 2012 in Budapest.

The activities for the members are as follows:

- The Spring Steering Committee Meeting is on March 21, 2013 in Zagreb/Croatia.
- On March 22, 2013 it will be followed by the conference "EXPORT - Engine of the Development. The trade fair industry as a key for the growth of export and internationalization of European companies", also in Zagreb.

- The "CEFA Professionals Seminar" is from April 24 to 26, 2013 and is dedicated to "Cross-Marketing". This event is hosted by BVV Brno during the International Building Fair IBF and additional B2B shows.
- The CEFA General Assembly will be from June 20 to 22, 2013 and hosted by International Fair Plovdiv.
- The Autumn Steering Committee Meeting is scheduled for September 19 to 20, 2013. It will be hosted by Fiera Bolzano/Messe Bozen during the two trade fairs KLIMAENERGY/KLIMAMOBILITY.
- The CEFA Experts Meeting CEM from October 17 to 18, 2013 will be at Skopje Fair and is dedicated to "Green Venues". It runs parallel to the TEHNOMA Fair.

In November 2012 CEFA members and representatives of EUSDR and EU related institutions as well as two Members of the European Parliament discussed the topic "Communicating and Promoting the EU Strategy for the Danube Region by CEFA Exhibitions: How to create a win-win situation?". Five strategic fields were identified during the meeting, which shall be explored by a taskforce of CEFA members and presented to EU Commissioner Johannes Hahn. The strategic fields are

- Evaluation of needs, which shall be fixed in individual meetings with EUSDR stakeholders
- Development of efficient solution tools by implementing a task force within CEFA and develop a proposal for EUSDR decision makers
- Presentation of solution tools to EUSDR in a meeting with EU Commissioner Johannes Hahn
- Creation of awareness by initiating a dialogue with EUSDR stakeholders
- Fixing of individual projects on the basis of the interaction with EUSDR stakeholders, partnership agreement on interregional level (CEFA – EUSDR) and cooperation on national levels.

All these activities of CEFA are dedicated to further deepen the relationship among the members, to widen the knowledge on special topics and to expand the business fields of CEFA members.

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CEFA – Central European Fair Alliance was founded in January 1995. To make central and south east Europe a stronger venue for trade fairs and exhibitions of international significance, and one which extends beyond mere physical borders trade fair companies have joined forces in CEFA. Trade fair organisers in Belgrade, Bolzano/Bozen, Brno, Bucharest, Budapest, Budva, Celje, Graz, Klagenfurt, Ljubljana, Munich (Messe München, Gesellschaft für Handwerksmessen), Novi Sad, Plovdiv, Pordenone, Sarajevo, Skopje, Sofia, Tirana and Vienna as well as associated members and cooperation partners from Bucharest, Celje and Zagreb have decided to meet the process of European integration by working together more closely in the areas of marketing and public relations, exchanging know-how and participating in joint training activities. The objective of CEFA is to tackle new problems in an age of increased globalisation with future-oriented solutions.

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