

December 2012

## **CEFA Autumn Steering Committee Meeting in Tirana/Albania**

- **Host Klik Ekspo is Albania's Trade Fair Organizer Number One**
- **Meetings and Seminars for 2013 were prepared**
- **Agrokomplex - Výstavníctvo Nitra/Slovakia applied for Membership**
- **CEFA now Full UFI Member**

Twelve participants of CEFA companies and three guests from Kosovo, Greece and Romania came together in Tirana/Albania to hold for the first time the Steering Committee Meeting in this country. Host was the Albanian trade fair organizer Klik Ekspo. Besides Klik Ekspo the participants were from Messe Bozen/Fiera Bolzano, Gospodarsko razstavišče/Ljubljana, Kärntner Messen Klagenfurt, Reed Exhibitions Vienna, Romexpo/Bukarest and Skopje Fair. The meeting was during the Albanian International Trade Fair, so that the participants had the opportunity to visit this fair and get impressions of this Southeast European business platform.

In his opening speech Klik Ekspo President Luan Muhametaj presented the Klik Ekspo Group. In 1994 the first Albanian International Trade Fair was launched. The last edition in November 2012 had more than 800 exhibitors and about 70,000 visitors from which about 20 per cent came from abroad. Large joint participations came from Greece and China. Klik Ekspo is member of CEFA since 2009 and UFI member since 2010. After Albania became a NATO member Klik Ekspko also started to organize the Albanian Military Exhibition Almex. With the growing trade fair activities in Albania it is planned to build a modern multifunctional trade fair centre in Tirana.

Main topics of the meeting were the preparations for the Spring Steering Committee Meeting, the CEFA Professionals Seminar and the CEFA Experts Meeting.

The Steering Committee Meeting is planned to be on occasion of the conference on “Export Promotion via Trade Shows” from March 21 to 22, 2013, in Zagreb. The target groups of the conference will be among others agencies for external trade, Chambers of Commerce, Industry, Agriculture or Skilled Crafts, national consulting institutions and business development banks. The motive to realize the conference is Croatia’s accession to the European Union mid of 2013.

With the Young Professionals Seminar BVV Brno is for the first time host of a CEFA event. It will take place from April 24 to 26, 2013. The General Assembly decided to dedicate this YPS to the subject of “Cross-Marketing”. The target group of the participants is sales and marketing managers of the member companies.

The CEFA Experts Meeting CEM 2013 is dedicated to “Green Venues”. It will take place in Skopje during the trade fair Tehnoma on October 17 - 18, 2013. The participants will be facility managers of the venues or those who are responsible for the topic in the management.

CEFA is a growing network: It is not only a full UFI member since autumn 2012 but other trade fair organizers of the CEFA region are interested in a membership, too. Thus the application of the trade fair organizer Agrokomplex - Výstavníctvo Nitra in Nitra/Slovakia was also discussed in Tirana and ended in a recommendation of acceptance to the General Assembly 2013.

CEFA/ES

### **Contacts for the Media**

Franz Reisbeck  
CEFA Generalsekretär  
Secretary General of CEFA  
Tel. + 49-89-20244160  
Email: [cefa.reisbeck@mnet-mail.de](mailto:cefa.reisbeck@mnet-mail.de)

Dr. Eva Seisser  
PR Manager CEFA  
Tel. + 49-89-12737850  
Email: [cefa.seisser@t-online.de](mailto:cefa.seisser@t-online.de)

### **About CEFA – Central European Fair Alliance**

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. [www.cefa.biz](http://www.cefa.biz)