

March 2013

## **CEFA Steering Committee Meeting and Export Conference with CEFA Participation in Zagreb**

Two events of Central European Fair Alliance CEFA were due at the end of March in Zagreb/Croatia. On March 21, 2013, the CEFA Steering Committee Meeting took place with 20 participants from 13 member companies. On March 22, 2013, the conference “Export – Engine of Development“, initiated by CEFA member CBBS/Zagreb, was scheduled.

Preparing the seminars of 2013 was in the focus of the Steering Committee Meeting. The CEFA Professionals Seminar (CPS) will be from April 24 to 26, 2013, in Brno/Czech Republic with the topic „Cross Marketing“. The CEFA Experts Meeting (CEM) on October 17 and 18, 2013, in Skopje will be dealing with the topic „Green Venues“. Moreover new membership applications were discussed. The trade fair companies from Nitra/Slovakia – Agrokomplex Vystavnictvo Nitra – and from Thessaloniki/Greece – Thessaloniki International Fair – are applying for CEFA membership und presented their companies. Both applications will be decided on at the CEFA General Assembly in Plovdiv/Bulgaria.

On Friday, March 22, 2013, the conference “Export – Engine of Development” took place with about 120 participants from Croatia and neighboring countries. CEFA was partner of the conference. Key aspect was the function of trade fairs for companies wanting to enhance their export intentions and their measures for internationalization, especially in regard to the EU entry of Croatia in 2013.

The following lecturers were attending the conference:

- Prof. Mladen Vedriš, Ph.D., Vice President of Zagreb Initiative: Importance of export for the development and growth of the national economy in time of crisis

- Dr. Michael A. Lange, Director Konrad-Adenauer-Stiftung e.V. for Croatia and Slovenia: Social Market Economy as an Engine for Growth and Prosperity
- Marco Spinger, Director, Division Global Markets, AUMA (Ausstellungs- und Messeausschuss der Deutschen Wirtschaft, Berlin): How Germany increases its export rates – The Foreign Trade Fair Participation Programme of Germany
- Dr. Nina Schniering, Director of Strategic Development, Messe München/Germany: Internationalization made by Messe München – Trade shows as the entrance to a worldwide business
- Aleksandar Medjedovic, Managing Director, Messe Frankfurt Istanbul Ltd., Istanbul/Turkey: Going to fair globally: The „Turkish model“ for worldwide trade fair business
- Ivanka Maričković Putric, Senior Executive Director, HBOR (Croatian Bank for Reconstruction and Development), Zagreb/Croatia: Support to the export and entering foreign market activities
- Josip Grgic, HAMAG INVEST Advisor to the Managing Board, Croatian Agency for SMEs and Investments: HAMAG INVEST as a support to the development and growth of SMEs.

During the final panel discussion it was noted unanimously, that the expectations of the participants were fully satisfied. It was underlined that for export oriented companies international trade fairs are especially important as platforms for marketing, networking and knowledge transfer to gain new business partners and to establish business in new markets. Trade fairs are approved means to foster international business relationships.

CEFA/ES

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**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.

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