

Press release

International conference „*EXPORT – engine of the development: The Trade Fair Industry a key for the growth of export and internationalization of European companies*“, hotel Westin, Zagreb, March 22, 2013



CBBS, trade fair consulting and EU lobbying company from Zagreb organized together with Central and SE European trade fair associations CEFA (Central European Fair Alliance) from Vienna, CENTREX from Budapest and B2B magazine Suvremena.hr from Zagreb international conference: „**EXPORT – engine of the development: The Trade Fair Industry a key for the growth of export and internationalization of European companies**“, that took place in hotel Westin, Zagreb, March, 22, 2013.

„ Conference in Zagreb brought together some 120 participants from Croatia and SE/Central Europe, representatives of business community, governmental bodies and institutions, trade associations, chambers, trade promotion and business development agencies, local government and media interested in export and internationalization of business activities through international trade fairs, conferences, matchmaking and other networking events.

Participants were able to meet leading trade fair companies from Central and SE Europe, CEFA and CENTREX members, that were attending the conference in Zagreb, ready to share its experience and know how with participants of Zagreb conference.“ reported Berislav Čižmek, CEO of CBBS, co organizer of the conference and host of CEFA Steering Group meeting, that took place also in Zagreb, the day before the conference, March 21.

The key note speakers, top professionals from the global trade fair industry; dr Nina Schniering, Director of Strategic Development of Messe München, Marco Spinger, Director, Division Global Markets, AUMA (Association of the German Trade Fair Industry), Berlin, Aleksandar Medjedovic, Managing Director, Messe FrankfurtIstanbul Ltd., Istanbul and Franz Reisbeck, CEFA (Central European Fair Alliance) General Secretary, Munich were presenting international trade fairs as marketing, networking and learning platforms, very important for the companies interested in further growth and internationalization of its business activities in the new and emerging markets.

Dr. Nina Schniering from Munich, spoke in her presentation: *"The internationalization of the model Messe München - Trade fairs to enter the global market"* about the models of Bavarian and German export, with the support of the Government of Bavaria, through exhibiting at international trade fairs organized by Messe München world wide.

Marco Spinger from AUMA was presenting in his topic: *"How Germany increases its export rates - The Foreign Trade Fair Participation Programme of Germany"* models and ways of supporting German export companies entering global markets. He spoke about organizational and financial support through different support programmes, programmes for innovative start-up companies and foreign trade fair participation programme of Germany, especially promoting branding of German pavilions and products „Made in Germany“.

Aleksandar Medjedovic from Istanbul presented model of Turkey in entering global markets. He titled his presentation: *"The Fair „Globetrotters" - Turkish Companies at Fairs Worldwide"* presenting how is Turkey, 16th largest economy and one of the fastest growing economy in the world, supporting export oriented companies to participate in trade fairs around the globe. Total annual amount reaches more than 100 million Euro for supporting Turkish companies at exhibiting in trade fairs abroad (in 2012, there were 2770 trade fairs subsidized in 69 countries around the world).

Franz Reisbeck, CEFA General Secretary, took part in the panel discussion with other representatives of Croatian and regional business associations, export oriented companies, chambers, government agencies. He shared with them some good tips/advice for exhibiting in the international trade fairs, especially regarding the preparation for the trade fairs, education of the stand staff and importance of follow up after the trade fair.

The conference fulfilled the expectations of participants, partners and organizers and brought following statements and conclusions:

1. Exporting and entering new markets is very important for the growth and competitiveness of local and international companies.
2. Trade fairs are marketing, knowledge and networking platforms, especially important for entering new, foreign markets and establishing of international business cooperation like joint ventures, partnerships and other models of international co operation.
3. International trade fairs are increasing innovation potential of the export oriented companies through showing the latest trends in the branch, testing and launching of new products, benchmarking with the competition and measuring of own competitiveness.
4. Export oriented companies are aware of importance of the trade fair industry for the internationalization and entering new markets.
5. Export oriented companies are benefiting from the different models of institutional, organizational and financial support by governments, chambers and other institutions, to be able to participate in the international trade fairs.

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