

## Međunarodna konferencija/**International conference**

**IZVOZ – motor razvoja:** Sajamska industrija u funkciji rasta izvoza i internacionalizacije poslovanja

**EXPORT – engine of the development:** The Trade Fair Industry a key for the growth of export and internationalization of European companies

**Hotel Westin, Zagreb, petak, 22. 03. 2013./Friday, March 22, 2013**



### Pokrovitelji/Supported by:



### Organizatori/Organizers:



Suvremena.hr - B2B magazine  
Zagreb, www.suvremena.hr



CBBS - Management Consulting & Business  
Building Company, Zagreb, www.cbbs.hr

### Suorganizatori/Co organizers:



### Partneri/Partners:



### Sponzor/Sponsor:

**KONČAR**

### Medijski partner/Media partner:

**LIDER**



## Program konferencije/Programme of the conference

Hotel Westin, petak, 22.03.2013./Hotel Westin, Friday, March 22, 2013

dvorana „Panorama“/conference room „Panorama“

**09,00 – 09,30** Registracija i networking sudionika/Registration and welcome coffee

**09,30 – 10,00** Otvaranje konferencije/Opening of the conference

**10,00 – 10,30** Uvod u konferenciju/Introduction in the conference

**Prof. Mladen Vedriš, Ph.D., potpredsjednik Zagrebačke inicijative/Vice President of Zagreb Initiative**

**Tema/Topic: Značenje izvoza za razvoj i rast gospodarstva u krizi/ Importance of export for the development and growth of the national economy in time of crisis**

**10,30 – 12,00** Sajmovi i izvoz – I dio/Trade fair industry and export - **Part I**

**Key note speakers:**

- 1. Marco Spinger, Direktor, Division Global Markets, AUMA (Njemačko udruženje sajamske industrije), Berlin/Marco Spinger, Director, Division Global Markets, AUMA (Association of the German Trade Fair Industry), Berlin**

**Tema/Topic: Kako Njemačka povećava izvoz – njemački program za nastupe na ino sajmovima/How Germany increases its export rates – The Foreign Trade Fair Participation Programme of Germany**

- 2. Dr. Nina Schniering, direktorica strateškog razvoja/Director of Strategic Development, Messe München, Germany**

**Tema/Topic: Internacionalizacija po modelu Messe München – Sajamske priredbe za ulazak na svjetsko tržište/Internationalization made by Messe München - Trade shows as the entrance to a worldwide business**

**Slijediti će 1 – 2 prezentacije sajamskih tvrtki i gospodarskih udruženja iz srednje i JI Europe/Folowed by 1 – 2 presentations from trade fairs and business associations from Central/SE Europe.**

**Pitanja i odgovori/Q & A.**

**12,00 – 12,20** Pauza za kavu/Coffee break

**12,20 – 13,45** Sajmovi i izvoz – II dio/Trade fair industry and export - **Part II**

**Uvodna riječ moderatora/Introduction by moderator**

**Moderator Ante Gavranović, novinar, potpredsjednik Zagrebačke inicijative/journalist, Vice President of Zagreb Initiative**

**Key note speaker:**

**Antun Kovačev, Predsjednik Uprave, HBOR (Hrvatska banka za obnovu i razvoj)/President of the Board, HBOR (Croatian Bank for Reconstruction and Development), Zagreb, Croatia**

**Tema/Topic: Poticaji izvozu i nastupima na stranim tržištima/Support to the export and entering foreign markets activities**

**Panel/Panel:**

**Panel i diskusija s 6 – 7 predstavnika hrvatskih i regionalnih tvrtki, udruženja, državnih agencija, komora. Panel discussion with 6 – 7 representatives from Croatian and regional business associations, export oriented companies, chambers, government agencies.**

**Pitanja i odgovori/Q & A.**

**13,45 – 14,00** Zaključak i završetak konferencije/Closing remarks and the end of the conference

**14,00 – 16,00** Ručak i networking/Networking lunch

**Službeni jezik/Official language: Engleski i hrvatski (simultani prijevod osiguran)/English and Croatian (interpreters provided).**

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**Organizatori/Organizers:**



Suvremena.hr – Seniko studio d.o.o., 10 090 Zagreb, Nove Rašljice 2, kontakt: tel./fax: +385 1 3499 034, email: direktor@suvremena.hr, www.suvremena.hr



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## Međunarodna konferencija/International conference

### IZVOZ – motor razvoja: Sajamska industrija u funkciji rasta izvoza i internacionalizacije poslovanja

EXPORT – engine of the development: The Trade Fair Industry a key for the growth of export and internationalization of European companies

## Prijava/Application Form

Ime sudionika/Name of Participant \_\_\_\_\_

Prezime sudionika/Family Name \_\_\_\_\_

Tvrtka/Company \_\_\_\_\_

Adresa/Address \_\_\_\_\_

Država/grad i poštanski broj/State/City/Post code \_\_\_\_\_

OIB (Croatian participants only) \_\_\_\_\_

OIB (ukoliko samostalno snosite troškove) \_\_\_\_\_

Naziv/Title \_\_\_\_\_

Član udruženja CEFA/Member of CEFA **Da/Yes** \_\_\_\_\_

Član udruženja CENTREX/Member of CENTREX **Da/Yes** \_\_\_\_\_

Član udruženja HIZ (Hrvatski izvoznici)/Member of HIZ **Da/Yes** \_\_\_\_\_

E-mail/E-mail \_\_\_\_\_

Kontakt telefon/Contact phone \_\_\_\_\_

Kontakt mobitel/Contact mobile \_\_\_\_\_

Cijena kotizacije/Participation fee:

750,00 kuna + PDV / 125 EUR

Datum i mjesto/Date and place

Potpis i pečat/Signature/stamp

Dodatne informacije/Additional information:

Uplata mora biti izvršena u roku od 10 dana od slanja ponude/računa. Članovi CEFA, CENTREX i HIZ udruženja imaju **popust od 20%** na cijenu kotizacije. Invoice should be paid in 10 days after offer and invoice are issued. **Additional discount of 20 %** for CEFA, CENTREX and HIZ members.

Informacije i prijave za konferenciju treba poslati na/Information and applications to be sent:

Seniko studio d.o.o., 10 090 Zagreb, Nove Rašljice 2, kontakt: tel./fax: +385 1 3499 034, email: info@suvremena.hr, www.suvremena.hr