

## ***PRESS RELEASE***

### **Visiting 300 exhibitions with 1 VIP card?**

#### **Extended VIP card courtesy programme in Central East Europe by CENTREX**

**Question: Can 300 exhibitions be visited in 10 cities of 5 Central East European countries with one VIP card? It has now become possible in CENTREX family!**

Those who know CENTREX those are aware that this organisation/brand has from beginning meant unique activity in Central East European exhibitions: quality focus, transparency, continuous efforts for innovation, upgrading professionalism, promoting international approach for members, openness – AND – building trust, friendship, loyalty among her Members for more than 15 years. It may once more be proven now by the newest initiative which is starting from 2014.

From next year annual complimentary, honorary (VIP) cards issued by CENTREX members will be valid at all the exhibitions organised by other CENTREX members' trade fairs for free entry.

Top brass industrialists, association captains, Poznan, Brno, Arad, Gdansk, Kiev, Lviv, Budapest, Kielce, Bucharest, Debrecen VIP card holders will have wider European business opportunities at hand, using international 'passports' for easier success.

Current information on who participates in this courtesy programme from CENTREX and which fairs is this courtesy programme extended to will be posted continuously at CENTREX website (countries / cities / exhibition organisers and links to their update programmes).

Visitors and quality have always been in focus at CENTREX efforts (international surveys on visitor aspects, special forum on visitor relations, visitor communication, education). But we consider this new extension scheme will greatly contribute to a wider international promotion of doing business at trade fairs.

Budapest, November 21, 2013

For further information please contact Ms. Ildikó Molnár at: [info@centrexstat.org](mailto:info@centrexstat.org),

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#### **About CENTREX:**

CENTREX International Exhibitions Statistics Union is the top exhibition industry organisation in Central Eastern Europe promoting transparency, reliability and market value of exhibition statistics and of organising exhibition collaborations in the region.

CENTREX was founded in 1997 at the initiative of the market leader exhibition organisers in Central Eastern Europe. From 1999 the Union is a member of UFI (The Global Association of the Exhibition Industry). CENTREX efforts are aimed at transparent, measurable, internationally acceptable, comparable, audited exhibition statistics, to promote these data and

collaboration internationally, and to publish their data open wide in their annual publication and at their website.

**In 2013 CENTREX Union has 14 members in 6 countries of the region.**