

## 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:



Ministarstvo poduzetništva i obrta  
Ministry of Entrepreneurship and Crafts



Ministarstvo gospodarstva  
Ministry of Economy



HRVATSKA OBRTNIČKA KOMORA  
CROATIAN CHAMBER OF TRADES AND CRAFTS



### Organizatori/Organizers:



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



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

### Suorganizatori/Co organizers:



Konrad  
Adenauer  
Stiftung

### Partneri/Partners:



Central European Fair Alliance



hrvatski izvoznici  
croatian exporters



Deutch-Kroatische  
Industrie- und Handelskammer  
Njemačko-hrvatska industrijska  
i trgovinska komora



### Sponzor/Sponsor:



### Medijski partneri/Media partners:



privredni vjesnik





## 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 networking

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

10,00 – 10,45 Uvod u konferenciju/Introduction in the conference

**Dr. Michael A. Lange, direktor Zaklade Konrad Adenauer za Hrvatsku i Sloveniju/Director Konrad-Adenauer-Stiftung e.V. for Croatia and Slovenia**

**Tema/Topic: Socijalno-tržišno gospodarstvo kao motor rasta i prosperiteta/Social Market Economy as an Engine for Growth and Prosperity**

**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**

10,45 – 12,15 Sajmovi i izvoz – I dio/Trade fair industry and export - **Part I**

**Uvodna riječ moderatora/Introduction by moderator**

**Moderator Berislav Čizmek, CEO, CBBS – Management Consulting and Business Building Co., Zagreb, Croatia**

**Key note speakers:**

**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, Germany**

**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**

**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**

**Aleksandar Medjedovic, Direktor/Managing Director, Messe Frankfurt Istanbul Ltd., Istanbul, Turkey**

**Tema/Topic: Izlazak na globalno tržište: „Turski model“ za svjetsko sajmovanje/Going to Fair globally: The “Turkish Model” for worldwide trade fair business**

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

**12,15 – 12,30 Pauza za kavu/Coffee break**

**12,30 – 14,00 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 speakers:**

**Ivanka Maričković Putrić, izvršna direktorica, HBOR (Hrvatska banka za obnovu i razvoj)/Senior Executive Director, 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**

**Josip Grgić, savjetnik Uprave, HAMAG INVEST/Adviser to the Managing Board, Croatian Agency for SMEs and Investments**

**Tema/Topic: HAMAG INVEST – podrška razvoju i rastu malog i srednjeg poduzetništva/HAMAG INVEST as a support to the development and growth of SMEs**

**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.**

**14,00 – 14,15 Zaključak i završetak konferencije/Closing remarks and the end of the conference**

**14,15 – 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

 CBBS CBBS d.o.o., Kozarčaninova 2, HR-10 000 Zagreb, Phone: + 385 1 2304 001, Fax: + 385 1 2301 280, email: ceo@cbbs.hr, www.cbbs.hr

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### 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