

Press release

Vienna - Budapest - Zagreb, July 12, 2011



MEMORANDUM on SMEs and Trade Fairs in Europe - co operation for the competitive and successful entrepreneurship

CEFA - Central European Alliance (Vienna), **CENTREX** - International Exhibition Statistics Union (Budapest) and **CBBS** - Management Consulting & Business Building Company Ltd (Zagreb) signed on July 7, 2011, MEMORANDUM on SMEs and Trade Fairs in Europe - co operation for the competitive and successful entrepreneurship as the contribution to the public consultation of DG Enterprise and Industry: Small Business, Big World - A new partnership to help SMEs seize global opportunities.

Trade Fair Industry associations and stakeholders from Central & SE Europe; **CEFA** - Central European Trade Fair Alliance, www.cefa.biz, seated in Vienna, Austria, **CENTREX** - International Exhibition Statistics Union, www.centrexstat.org, seated in Budapest, Hungary and **CBBS** - Management Consulting & Business Building Company Ltd, www.cbbs.hr, seated in Zagreb, Croatia, are offering its trade fairs, exhibitions, events, conferences and matchmaking opportunities as ideal platform for European SMEs to help in the new developments and growth of European SMEs in Europe and world wide, with the aim to support greater, faster and more efficient internationalisation of European SMEs.

CEFA and CENTREX members are organizing more than 1 000 different B2B and B2C events every year in Europe and world wide. They are representing trade fair industry from 16 countries i.e. EU members - Austria, Bulgaria, Germany, Hungary, Italy, Poland, Romania, Slovenia, next EU member - Croatia, EU candidate countries - FYR Macedonia and Montenegro, potential candidates of EU - Albania, Bosnia and Herzegovina and Serbia, out of EU countries - Moldavia and Ukraine.

The majority of exhibitors, visitors and partners in today's exhibitions, participating in CEFA and CENTREX events, are SMEs and SME associations. The partners proposed to the DG Enterprise and Industry that trade fair industry in Europe and its events would be considered as an important tool, platform and support for the future growth, development and internationalisation of European SMEs, in the different markets in Europe and world wide.

Memorandum was submitted to the DG Enterprise and Industry as joint initiative of CEFA, CENTREX and CBBS, July 12, 2011.

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