



Press release

Partnership for the new development of the trade fair industry in Central and Eastern Europe

PCEI - Polish Chamber of Exhibition Industry, seated in Poznań, is a Polish national economic chamber which associates, on voluntary basis, Polish entrepreneurs involved in the exhibition industry and in businesses directly and indirectly related to the organization of trade fairs and exhibitions as well as services for trade fairs and their clients. PCEI was founded in 1993 and until 2006 existed as an association (according to Polish law) under its former name: Polish Trade Fair Corporation.

More at: www.polfair.com.pl.

CBBS - Management Consulting & Business Building Co. Ltd seated in Zagreb, is a management consulting and EU lobbying company, with international experience and excellent networking in European and global trade fair industry. The main focus of CBBS activities are new business developments, internationalization and strategic partnerships.

More at: www.cbbs.hr.

PCEI - Polish Chamber of Exhibition Industry (Poznań) and CBBS – Management Consulting & Business Building Company Ltd (Zagreb) agreed on the future cooperation and partnership in order to help stronger and faster development of the trade fair industry in Central and Eastern Europe in order to use all the business opportunities coming from the cooperation between existing EU members, future EU members (Croatia, Turkey and Balkan countries), Russia, Ukraine and other Eastern European countries.

The partners started the cooperation with the following goals:

- Promotion of the F2F (Face to Face) events in Central and Eastern Europe with the special focus on increasing image, knowledge and importance of F2F events for SMEs, regional development and cross border co operation.
- Better understanding of F2F events and its benefits for all industry stakeholders; the national and regional economies, local government, institutions and associations.
- Lobbying for the interest of the trade fair industry on the national and international level, including EU institutions and associations.

- Initiative and development of EU projects together with regional and national partners, companies and stakeholders, with possible use of EU funding.
- Supporting PCEI members in the international marketing and strategic partnerships with international partners through JV projects and other ways of strategic cooperation.
- Training, education for the trade fair industry and its partners (exhibitors, visitors, associations, chambers, EU, national and regional authorities, media and other stakeholders)

The cooperation between PCEI and CBBS starts from November 19, 2012. The partners will initiate and conduct different projects working closely together with the trade fair companies and other stakeholders of the trade fair industry (SMEs, regional and local government, European institutions and associations, agencies, media and other stakeholders) from Central and Eastern Europe however will be opened for the partnerships and initiatives coming from partners from other countries in Europe and world wide.

More information and contact:

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