

April 2012

ROMEXPO Exhibition Centre Bucharest hosted the Steering Committee Meeting of the Central European Fair Alliance

Between 29th and 30th of March, ROMEXPO SA and the Romanian Chambers of Commerce and Industry hosted, for the first time in Romania, the 2012 CEFA Steering Committee Meeting.

22 participants from 12 member companies located in 10 countries attended the meeting. Among the participants were the host Romexpo/Romania, Reed Exhibitions Vienna/Austria, Hungexpo/Hungary, Messe Bozen-Fiera Bolzano/Italy, Novi Sad Fair/Serbia, ICM d.o.o/Slovenia, Inter Expo & Congress Center, Sofia/Bulgaria and International Fair Plovdiv, Plovdiv/Bulgaria, Klikekspo/Albania, Nexidian/Romania, Moldexpo/Moldavia and CBBS/Croatia. The delegation's visit was part of the process of strengthening and expanding the collaboration partnerships, as well as achieving a European connection between the representatives in the industry of trade fairs and exhibitions.

The delegation turned out to be a real success, pointing towards the main issues and topics of the meeting. On the agenda were the following topics:

- Preparations for the 8th Young Professionals Seminar YPS in Ljubliana in April with the topic “B2C Tomorrow: General – Special – or No Interest Exhibitions? Are fringe events stabilizers for consumer shows?”
- The program of the General Assembly in Vienna in June
- The 5th CEFA Experts Meeting CEM in Budapest in November 2012, which is dedicated to the EU Danube Strategy
- The autumn Steering Committee Meeting in Tirana also in November 2012
- The application of Brno Fair/Czech Republic for re-joining CEFA was approved and will be finalized at the General Assembly in Vienna.

- An important issue was the collapse of the roof of the exhibition hall of the Centar Skenderija in Sarajevo. In this matter all CEFA members contribute with their know-how to the reconstruction of the exhibition hall.

According to the visit schedule, the delegation members also visited the two ongoing exhibitions taking place at the same time frame at ROMEXPO: CONSTRUCT EXPO - The international fair for construction technologies, equipment and materials and AMBIENT EXPO - International fair for interior and outdoor decorations, furniture and swimming pools.

CEFA/ES

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About CEFA – Central European Fair Alliance

CEFA – Central European Fair Alliance was founded in January 1995. To make central and south east Europe a stronger venue for trade fairs and exhibitions of international significance, and one which extends beyond mere physical borders trade fair companies have joined forces in CEFA. Trade fair organisers in Belgrade, Bolzano/Bozen, Bucharest, Budapest, Budva, Celje Graz, Klagenfurt, Munich (Messe München, Gesellschaft für Handwerksmessen), Ljubljana, Novi Sad, Plovdiv, Pordenone, Sarajevo, Skopje, Sofia, Tirana and Vienna as well as associated members and cooperation partners from Bucharest, Celje and Zagreb have decided to meet the process of European integration by working together more closely in the areas of marketing and public relations, exchanging know-how and participating in joint training activities. The objective of CEFA is to tackle new problems in an age of increased globalisation with future-oriented solutions.

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