



Topics for the co operation with CBBS (trade fair consulting, brokerage & EU lobbying company)

Internationalization and strategic partnerships with international trade fair & event companies

The topics where CBBS is able to support internationalization, new business development and further growth of your company:

- 1. Internationalization and growth opportunities** Concept development according to the present situation. Analysis of the present situation, identifying goals and potential strategic partners, activities and timetable to be delivered.
- 2. Strategic partnerships with the leading international trade fair/event players, selling and/or buying of the trade shows, company shares and raising capital** (identifying potential partners/trade fairs/targets, support in the negotiations with the potential strategic partners/buyers/investors).
- 3. Development of the new topics/trade fairs/events and/or Joint-Venture projects with the international trade fair players**, with your existing events or launching new topics (identifying potential partners/trade fairs, support in the negotiations with potential joint venture partners and in launching of the new topics).
- 4. The representation network development in Europe/world wide** (identifying potential representative agents in European countries, preparation of the agreements with the representative agents, support in the negotiation and finalizing agreements with the representative agents).
- 5. Any other topic of your possible interest** connected with the business development and internationalization of your event business (entering/joining/co operation with the international trade fair associations – UFI/CEFA/IFES, lobbying at EU level, market research, training & education).

Zagreb, January 2025

About Berislav Čižmek, Founder & CEO of CBBS, management consulting/brokerage & EU lobbying company



CBBS - Management Consulting & EU Lobbying Co is trade fair consulting, brokerage and EU lobbying company and long standing member of UFI (The Global Association of Trade Fair Industry, www.ufi.org), with more than 25 years of experience in the international trade fair and MICE industry, as organizer, venue owner and consultant/broker.

Trade Fair/MICE/Event Industry experience/references:

- **From 1989 – 2007** Member of the Board & top management of the Zagreb Fair (one of the leading Central & Eastern European trade fair companies in 80' and 90', venue owner and organizer of international trade fairs).
- Organizer of 500 international trade fairs (plus several conferences & other international events). Deputy Director of EXPO 98' (Lisbon, Portugal), the 1st participation of Croatia in EXPO events. In the period from 2001 – 2006 **Chairman of the Marketing Committee at UFI** (The Global Association of the Exhibition Industry), with the headquarters in Paris.
- **From 2007 – 2025** management consultant/broker/EU lobbyist in the international trade fair/MICE industry. Excellent relations with the leading international trade fair companies, focused on strategic partnerships and M&A, joint venture projects and international developments. Member of **UFI Industry Partners Working Group** (since 2018) and Founding Member of Exhibitions Think Tank Club (since 2020-2024).

Awarded at Exhibition Excellence Awards 2022 in India: <https://www.cbbs.hr/en/berislav-cizmek-awarded-at-exhibition-excellence-award-2022-in-india>

UFI membership: <https://www.ufi.org/membership/ufi-members/member/UFIACCOUNT-2634/>

Linkedin profile: <https://www.linkedin.com/in/berislavcizmek>

CBBS - Membership in the international business associations



Accredited Lobbyist at European Parliament, Brussels (Belgium)



UFI - The Global Association of the Exhibition Industry, Paris (France)



CBA Cross Border Associates, Wiesbaden (Germany)



Mr Berislav Čižmek, CEO CBBS Ltd - Management Consulting & EU Lobbying Company

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