

Fair Of All Fairs

44th MOS

INTERNATIONAL TRADE FAIR

CELJE, SLOVENIA, EUROPE
7-14 SEPTEMBER 2011



Trade Fair for the most enterprising, innovative and bold

Complete display of small and medium-sized businesses from Slovenia, Europe and the World

The largest regional trade fair and business event

COUNTRIES AND OPPORTUNITIES ON DISPLAY
EXHIBITION OF INGENUITY, DEVELOPMENT AND
REMARKABLE ACHIEVEMENTS
ADVICE FOR BUSINESS AND HOME...

www.ce-sejem.si



44TH MOS WILL HELP PAVE THE WAY FOR YOUR BUSINESS ENTERPRISE



GOOD VIBRATIONS

Dear Business Partner,

Celje Fair Plc knows what it takes to make a success story of your business, but we also know that there is no such thing without an excellent business presentation. This is where MOS, the Fair of All Fairs, which has been successfully organized for over four decades, comes in!

Trade fair activities in 2010 have once again proved that the use of exhibitions remains a vital component in the marketing effort of exhibitors who want to maintain market visibility and be recognised as an important player in the industry. Perhaps it has become even more important as it might appear at first sight, especially in these harsh economic times and in the times of new virtual social networking. Trade fairs are an opportunity to talk about, feel, or test everything we have managed to find out from the internet or our friends. Visitors are well aware of these benefits so they come well-prepared. They expect to find competent speakers who can answer their detailed questions, but at the same time use the Trade Fair's competitive advantage – the whole selection of products and services under one roof – for their own benefit.

BUSINESS KNOWS NO BOUNDS

Business knows no bounds, and neither does MOS. We have recorded encouraging results already in 2010 thanks to our efforts to internationalize trade fair activities. The ongoing projects and activities are going to increase recognition of MOS and drive visitors to the exhibition stands and website. Many of you have already made first business contacts and strategic partnerships with entrepreneurs and businesspeople from Indonesia, Qatar and Egypt, who first appeared on the Showground in 2010; or with Indian businessmen whose group presentation we have seen for the second time. We are also convinced that traditional presentations of countries and delegations from the neighbouring countries and former South Balkan countries did not go unnoticed. We would therefore like to invite you to join us and together we will discover a shortcut to the new markets. Give us an opportunity and we will help you find a new business partner at the International Trade Fair (MOS).

TAKE THE CHALLENGE

There are a great many exhibitors who have been our loyal partners for a number of years, or decades, so together we are writing International Trade Fair's story of success. But we always wish for new partners who can extend and enrich our offer, so take the challenge - we dare you to become our partner in the 44th MOS.

Closing date for applications is 15 April 2011.

Take advantage of early registration and register on time!

We look forward to seeing you in Celje in 2011.

Yours sincerely,

Breda Obrez Preskar, B.Sc.Econ.
Executive Director
Celje Fair Plc



2010 MOS FACTS AND FIGURES

- **1,015** DIRECT EXHIBITORS, **1,685** IN TOTAL COUNTING IN REPRESENTATIVES
- RECORD NUMBER OF PARTICIPATING COUNTRIES – **34**, ALSO FEATURING EGYPT, INDONESIA AND QATAR FOR THE FIRST TIME IN THE HISTORY
- **65,000 M²** OF EXHIBITION SPACE
- OVER **80** SIDE EVENTS
- OVER **210** ACCREDITED MEDIA REPRESENTATIVES FROM SLOVENIA AND ABROAD
- OVER **450** PRESS RELEASES IN ALL DOMESTIC AND SOME FOREIGN MEDIA
- **149,523** VISITORS WITH OVER 30% OF BUSINESS AUDIENCE



EXHIBITORS AT 2010 MOS

MOS PRIDES ON EXHIBITOR LOYALTY

78.2% exhibitors have attended at least three previous shows, or even more. Only 14.5% were first-timers.

EXHIBITORS' BUSINESS ACTIVITIES	%
Trade	66.9
Production	45.4
Services	44.0
Representation	41.1

BENEFITS OF EXHIBITING AT MOS

Exhibitors emphasized different benefits of 2010 MOS (possible multiple answers). The majority felt that the key advantage is high attendance (23.9%), followed by promotion (13.1%), and finally market visibility and location (both 12.2%).

KEY BENEFITS OF EXHIBITING AT MOS	%
Attendance	23.9
Promotion	13.1
Market visibility	12.2
Location	12.2
Tradition	8.1
Contact with business partners	6.8
Size	6.3
Direct contact with buyers	5.9

VISITORS

2010 MOS ATTRACTED 149,523 VISITORS. **71.5% EXHIBITORS WERE SATISFIED WITH THE VISIT OF GENERAL PUBLIC ON THEIR EXHIBITION STAND!**

FOREIGN VISITORS EXCEED ONE TENTH

In 2010, the number of foreign visitors was up again and exceeded one tenth of all visitors. Most visitors came from Croatia (62.5%), followed by Serbia and Italy (18.8%), Romania and Bosnia and Herzegovina (6.3% each). Some visitors also came from Qatar, India, Russia and other neighbouring countries.

VISITORS COME TO VIEW A COMPLETE RANGE OF PRODUCTS AND SERVICES, OLD AND NEW

Visitors attend the trade show for many different reasons. In 2010 the most important one remains viewing a complete range of products and services, old and new.

MAIN REASONS FOR ATTENDANCE	%
View a complete range of products and services	45.2
Obtain useful information and leads	19.3
Buy products and services	12.9
Follow the development of the industry	8.7
Obtain information for a later purchase	8.0
Network and make business contacts	4.3

THE MAJORITY OF EXHIBITORS WILL ATTEND NEXT YEAR AGAIN

74.8 % said they would come back in 2011, which is a 7% increase in contrast to last year. The number of undecided has gone down and stands at 22.2 %. Only 2% do not intend to return next year.

EXHIBITOR SATISFACTION REMAINS HIGH: NEARLY 70% FEEL THEY HAVE ACHIEVED THEIR OBJECTIVES.

70%

NEW TRENDS AT THE VERY TOP OF COMPETITIVE ADVANTAGES

VISITOR RATINGS OF KEY BENEFITS	%
New trends	21.8
Everything under one roof	14.7
Offer	11.2
Information	10.0
Size	6.4

NEARLY 80% VISITORS SAID THEY WOULD ATTEND THE 44TH MOS.

ATTENDANCE NEXT YEAR	%
Yes	79.2
No	1.8
Don't know	19.0

87% OF VISITORS SAID THE SHOW LIVED UP TO THEIR EXPECTATIONS.

As in the previous years, **trade show promotion** received the highest ratings (4.2) on a scale of one to five, followed by **staff assiduity** and **information provided by the organizer** (4.0 each).

COMPANY PROMOTION AS A WHOLE REMAINS THE MAIN REASON FOR ATTENDANCE

The main reason for attending is company promotion as a whole, followed by search for new customers, and product and services promotion.

- 45.9% COMPANY PROMOTION AS A WHOLE
- 20.5% SEARCH FOR NEW CUSTOMERS
- 17.8% LAUNCH AND PROMOTION OF NEW PRODUCTS AND/OR SERVICES
- 15.2% PROMOTION OF ALREADY ESTABLISHED PRODUCTS, SERVICES
- 10.6% A UNIQUE SALES OPPORTUNITY - SELLING DIRECT
- 8.9% MEETING WITH CUSTOMERS
- 5.9% GENERATING NEW ORDERS AND OBTAINING LEADS
- 4.3% SEARCHING FOR NEW SUPPLIERS
- 4.3% MAINTAINING COMPANY PROFILE WITH COMPETITORS
- 4.0% MEETING WITH SUPPLIERS

OBJECTIVES ACHIEVED RATED EXTREMELY HIGH IN 2009

In comparison with 2009, the percentage of exhibitors who felt they had achieved their objectives (rated extremely successful) rose by 8 % this year.

+8%

BUSINESS VISITORS

71.9% OF EXHIBITORS WERE SATISFIED WITH ATTENDANCE OF BUSINESS VISITORS ON THEIR EXHIBITION STAND!

71.9%

The structure of business visitors is changing to the advantage of domestic and foreign business audiences as every year MOS is visited by more organized groups of home and foreign business delegations.

MOS ATTRACTS BUSINESS VISITORS WHO NORMALLY PLAY AN IMPORTANT ROLE IN MAKING NEW BUSINESS PARTNERSHIPS.

PERCENTAGE OF BUSINESS VISITORS IS INCREASING

The results of the survey conducted among visitors have revealed that 66 % of them were private visitors and 34 % came on business. The majority of business visitors come from the industry sector.

BUSINESS VISITORS BY SECTORS	%
Industry	26.8
Craft	19.5
Trade	13.4
Administration, Education	8.7
Traffic	8.7
Agriculture	4.0
Tourism	4.0
Banking, Insurance	2.7

Visitors rated **overall impression** of the event **4.1** and **exhibition programme** **3.9** on a scale of one to five.

DEPARTMENT	%
Marketing, Sales	27.5
Management	21.5
R&D	11.4
Production	10.1
Purchase	9.4
Finance	2.0

DECISION-MAKING	%
Yes	41.1
Only partake	33.1
Only give advice	19.9
No	6.0

NEARLY 30% OF BUSINESS VISITORS SPENT A FEW DAYS AT THE TRADE SHOW.

Fair Of All Fairs

44th MOS

INTERNATIONAL TRADE FAIR



MOS 2010 STATISTICS

EXHIBITORS	
Direct Slovenia	908
Direct other Countries	107
Direct Total	1,015
Represented Companies from Slovenia	352
Represented Companies from other Countries	318
Represented Total	670
Total from Slovenia	1,260
Total from other Countries	425
Total	1,685

NET EXHIBITION AREA	(m ²)
Slovenia	23,970
Other Countries	1,836
Total	25,806
VISITORS	
Slovenia	134,553
Other Countries	14,970
Total	149,523

Direct exhibitors came from: Austria, Croatia, Egypt, Germany, Greece, Great Britain, Hungary, India, Indonesia, Italy, Montenegro, Serbia, Slovakia, Slovenia, Swiss, Qatar.

Represented exhibitors came from: Australia, Belgium, Canada, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Great Britain, Hungary, Italy, Japan, Lithuania, Macedonia, Netherlands, New Zealand, Poland, South Korea, Serbia, Singapore, Slovakia, Slovenia, Spain, Sweden, Swiss, USA.



SLOVENIA - SMALL, BUT RELIABLE PARTNER

Slovenia is a prosperous country and has been a European Union member state since 2004. With the adoption of the EURO in 2007, it has raised itself from anonymity to one of the most renowned and recognized countries among the EU member states. It prides on well-educated and productive workforce as well as vigorous and efficient political and economic institutions. It is known as a small, but reliable partner whose work reflects rationality and prudence. Its GDP per capita is 91% of the European Union average. Thanks to its geographical position, today Slovenia is regarded not only one of the most important crossroads but also the most ideal starting point for economic penetration into the markets of Central and Eastern Europe.

EXCELLENT GEOSTRATEGIC POSITION

Slovenia's excellent geostrategic position at the crossroads of important trade routes, its well developed IT and physical infrastructure, technological networks and platforms, excellent centers and clusters which speak of high innovative activities, make it a perfect destination for a wide range of business activities. Slovenia's strong commercial ties with Eastern and Southeastern Europe, a deep sea port and extensive transport network give an easy access to 500 million consumers in Europe.

CELJE FAIR - BRIDGE BETWEEN FORMER YUGOSLAVIA AND EU

As Slovenia used to be part of Yugoslavia and most people speak the language of the former Yugoslavian republics, it now presents an important link with the countries of the Balkan Peninsula, especially Croatia, Serbia, Macedonia, Montenegro and Kosovo. For decades now Celje Fair Plc has featured a great many exhibitors and visitors from the former Yugoslavian republics and International Trade Fair (MOS) is recognized as the most important trade fair in the area, covering a market of more than 25 million people. After visa liberalization for Serbia and Macedonia in 2009, Celje Fair Plc has recorded a steep rise in the number of visitors from these countries. It is expected that by the end of 2010, Bosnia and Herzegovina will follow with the influx of businesspeople. Being an EU member state as well as part of the Schengen Area, Slovenia can serve as a platform and a model for the future development of other pre-accession countries, which is an advantage businessmen from former Yugoslavia seldom use for their expansion and survival.

More information about Slovenia's country profile, macroeconomic overview, industry facts and figures: www.investslovenia.org and www.sloveniapartner.net

CELJSKI SEJEM (CELJE FAIR) PLC THE LARGEST FAIR ORGANIZER IN SLOVENIA

Celjski sejem is the largest fair organizer in Slovenia with a lot of experience in organizing different fair and other events. Celje Fair Plc is an organizer of 20 international fair events, some of which are annual and some biennial. Every year the Celje showground is visited by over half a million people, participants and other guests. It is the only trade fair organizer in Slovenia which has managed to keep the number of visitors, or even increase it in the past three years. The proof of this is undoubtedly over 50 % market share of Celje Fair Plc, the largest share among the organizers of similar events.

Celje Fair Plc has 65,000 m² of exhibition space and the most modern fair infrastructure in Slovenia at its disposal. At the moment Celje Showground has 25,000 m² of indoor exhibition space, which can be extended with another 17,000 m² of prefabricated exhibition halls, and 20,000 m² open-air exhibition space. The showground is only a kilometer away from the access to the Trieste - Ljubljana - Maribor - Vienna motorway (distances: Trieste - Celje 170km, Celje - Vienna 310km).

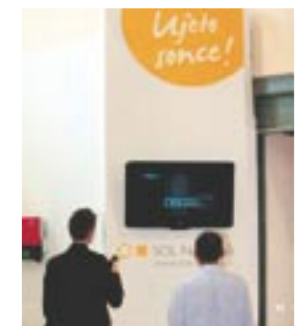
WHY EXHIBIT AT MOS?

A unique sales opportunity - feature the latest offers and new trends, new technologies and most innovative products, providing hands on exposure to your products and services.

Familiarise yourself with the new trends and challenges and find answers to economically political questions.

An opportunity to maintain or extend relationships with your existing and new customers and business partners.

An opportunity to raise your profile above your competitors.



EXHIBITION PROGRAMME



**THEMATICALLY DIVIDED
EXHIBITION PROGRAMME IS
AN EXCELLENT OPPORTUNITY
FOR TARGET-ORIENTED
PROMOTION OF PRODUCTS
AND SERVICES.**



MOS FEATURES

Foreign chambers and foreign country presentations
Regional chambers of craft and small business with their sections
Government institutions
Banks and insurance companies
Computer and office equipment
Telecommunications equipment and services
Technical and personal security
Business, finance and investment advice
Different media
Visual communication and promotion
Trade show equipment and fittings
Business gifts

WOODWORKING AND METALWORKING MACHINES AND EQUIPMENT, ELECTROTECHNICS

Metallurgy, metal-working machines and equipment
Hand and electric tools
Metalworking
Electrotechnics, electronics and measuring systems
Ventilation systems and equipment, filters
Welding and welding technique
Commercial vehicle and bus spare parts
Industrial tyres, hydraulics, compressors,
Storage, console, pallet shelves and landings
Screw supply, drills
Laser technique
Lacquer workshops, coatings and equipment
Woodworking and metalworking machines
Industrial, section and garage doors
Heating systems (equipment and fuel)

HOME FURNISHINGS

Furnishings
Soft furnishings (settees, sofas, armchairs)
Cookers and fireplaces
Industrial furnishings
Floor covering and carpeting
Heat pumps
Bathroomware
Beds, mattresses
Wrought iron products

CONSTRUCTION FINISHING WORKS

Building materials: brick, roofing, roof tiles, chimneys, lightning conductors
Insulation materials, protective coatings
Fences, floor covering and carpeting, concrete products, wrought iron products, stucco
Electric and water installations, heating systems, industrial furnishings
Decorative household products (blinds, shades, bedding, lamellate curtains, floor and wall covering)
Geodetic measuring devices and construction
Prefabricated houses

RENEWABLE ENERGY SOURCES EQUIPMENT AND SERVICES, HEATING, COOLING

Biomass and solid fuel boilers, gas furnaces, thermal furnaces, fireplaces
Wind turbines
Photovoltaics
Electric heating, solar collectors, solar systems, water pumps, vacuum systems, air-conditioning
Gas car system components
Lacquer workshops, equipment and fittings
Chimney systems
Heating systems

FOOD, BEVERAGES AND CATERING

Food industry
Catering, food industry, shop and household equipment and furnishings
Catering and shop supplies and accessories
Wine producers and traders
Packaging

HOUSEHOLD APPLIANCES AND HOME FURNISHINGS

Electrical goods and household appliances
Sewing, knitting and ironing machines
Cleaning systems and equipment
Irrigation systems, landscaping
Household appliances

TOURISM AND LEISURE

Fitness and wellness equipment and furnishings, saunas, massage machines and supplies
Sports equipment, food supplements
Medical machines for personal use
Jewellery and cosmetics
Hand tools and gardening supplies

TEXTILES

Men's, women's and children's apparel
Leather goods
Fashion accessories

AUTOMOBILES AND ACCESSORIES

MOBILE HOMES AND TRAILERS

FORKLIFTS AND EQUIPMENT

VEHICLE SERVICING EQUIPMENT

AGRICULTURE AND CONSTRUCTION

MECHANIZATION AND EQUIPMENT

INTERIOR AND EXTERIOR DESIGN AND EQUIPMENT

ECO PROGRAM (banks, bins and containers,

garbage and refuse crushers, biological cleaning devices)

PROTECTIVE CLOTHING AND FOOTWEAR

HOME HANDICRAFT PRODUCTS

CONSUMER GOODS

EXHIBITIONS (home and artificial handicraft)

44th MOS

Celje, Slovenia, 7-14 September 2011



1. SERVICE FOR EXHIBITORS
2. POLICE
3. POST OFFICE
4. CASH MASCHINE
5. TECHNICAL SERVICES
6. EMERGENCY SERVICE
7. FAIR RADIO BROADCASTING STATION
8. FAIR MANAGEMENT
9. PRESS CENTER
10. PROTOCOL
11. FIRE BRIGADE
12. INFORMATION
13. MAIN STAGE

- PERMANENT FAIR HALLS
- TEMPORARY FAIR HALLS
- OUTDOOR EXHIBITION STANDS
- RESTAURANT SERVICES
- SNACK BAR
- P PARKING
- P PRESS PARKING
- ☺ CHILDREN CORNER
- i TOURIST INFORMATION

The most modern infrastructure in Slovenia with free Internet access



TRADE FAIR FOR THE MOST ENTERPRISING AND INNOVATIVE.



MOS – For business and new business partnerships. MOS – For accelerated sales and purchases, big and small. MOS – For profit, saving and success. MOS – For work, leisure and fun. MOS – For business and new business partnerships. MOS – For accelerated sales and purchases, big and small. MOS – For profit, saving and success.



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