



CELJE INTERNATIONAL BUSINESS FORUM

Main topic:

INNOVATIVE SALES & MARKETING AND DISTRIBUTION CHANNELS

Celje, 12th and 13th September 2017

A unique business event with distinguished guests and speakers. Learn about the latest trends and innovative ways in sales, marketing and distribution. Globally successful entrepreneurs will share their own business concepts and methods for accessing new customers, enhancing brand image and increasing distribution channel efficiency.

The Business Forum will be held during the 50th International Trade and Business Fair in Celje, offering a perfect opportunity for visiting the major trade fair in this region.

PROGRAMME

TUESDAY, 12th SEPTEMBER 2017

Location: Celje Regional Museum

- 17:30 **WELCOMING OF THE GUESTS** by the mayor of the City Municipality of Celje
17:30 **JOINT TOUR OF THE CELJE REGIONAL MUSEUM** accompanied by a short cultural programme
18:30 **PRESENTATION OF IEX 360** (International business Ecosystem) by **Damir Jandricek**,
Managing Partner at the London-based FORESIGHT FACTORY marketing agency
19:00 **EVENING RECEPTION AND BUSINESS MEETING** (a banquet with presentations of successful
international business stories in the region)

Round- table: **THE FUTURE OF MOBILITY THROUGH THE EYES OF SUCCESSFUL ENTREPRENEURS**

Guests: **Ivo Boscarol** (Pipistrel), **Marjan Rožman** (Quadrofoil) **Niko Klanšek** (a visionary and
entrepreneur), **Aco Momčilović** (Rimac Automobili)

WEDNESDAY, 13th SEPTEMBER 2017

Location: Celje Fair

- 09:30 **GREETING RECEPTION AT CELJE FAIR**
10:00 **MAIN TOPIC: INNOVATIVE SALES & MARKETING AND DISTRIBUTION CHANNELS**
Address by a globally successful entrepreneur
10:30 **MARKETING PANEL**
Inbound Marketing - A New Marketing Approach that Every Company Can Afford
by **Roger Meili**, CEO/owner at ProfileMedia AG (Switzerland)
11:10 **SALES PANEL**
Innovative Sales Channels in an International Environment
by **Andrew Hunt Vodopivec**, an international business development expert
Coffe break
11:50 **PRESENTATION OF DATAFY.IT - search engine for business contacts**
12:05 **DISTRIBUTION PANEL**
Distribution in the Global Network (a Global Company's Perspective)
by **Miroslav Tukarić**, Head of Regional Supply Chain Management (CEEMEA) at Novartis
12:40 **LUNCH AND TIME OFF FOR NETWORKING AND SOCIALISING**
13:30 **B2B SESSION**
14:15 **JOINT TOUR OF THE FAIR**
Organised tour of the 50th International Trade and Business Fair in the company of invited
representatives of forum organisers, as well as local and regional economists
16:00 **CLOSING CEREMONY**
17:00 **SIGHTSEEING AROUND THE CITY OF CELJE** (optional)

WORKING LANGUAGE: English

NO PARTICIPATION FEE

MORE INFORMATION: www.celje-international.com

REGISTRATION: For organisational purposes, kindly confirm your attendance by **25th of August 2017**,
by mail to razvojna.agencija@rasr.si or phone at **+386 3 5894082** or by **filling out our web form**.

Primož Kristan
Head of the Organizing Committee

Miloš Rovšnik
Mayor's Commissioner for Economy