

Market

The business-investment portal eKapija.ba as B2B (business to business) operates on a market "within the market" of Bosnia and Herzegovina. The greatest wealth of eKapija is its user list and the fact that 72 percent of the individual users of the system include senior company management, namely decision-makers and people who are not that easy to reach by means of other media. Portal's subscribers are practically all banks, insurance companies, broker houses, construction companies, all international business clubs, embassies, foreign and domestic investment funds, as well as numerous small and medium enterprises (SME).

We will highlight the following:

Financial institutions: UniCredit Group, NLB Tuzlanska Bank, Hypo Alpe Adria Bank, ProCredit Bank, Balkan Investment Bank, Nova Banka, Volksbank Leasing, ASA Abanka Leasing, FBH and RS Banking Agencies, Ilinika Fund Management Agency, Merkur BH Insurance, VGT Insurance, Bosna-RE Insurance, Jahorina Insurance, Nešković Insurance, Drina Insurance, etc.

Retail chain stores: TUŠ, Konzum, Vélpro Cash & Carry, Klas, TPDC, BBI, OBI, etc.

Construction companies: Porr, Hidrogradnja, Širbegović, OKI, Mipro-Gradnja, Bosman, Ans Drive, H.P. Investing, Šiporex – Xella BH, Unioninvest, ArcelorMittal Construction, Trimo BH, Rudis BH, IGH-Mostar, Integral inženjering, Cement Adria, Ingra inženjering, Bramac Krovni Sistemi, GP Krajina, Austrotherm BH, etc.

IT, telecommunications: Microsoft BH, Cisco, Oracle

Achievements

What makes the members of this team particularly proud is the fact that eKapija.ba, according to information of portals alexa.com and alexa-ba.com, is the first business portal of Bosnia and Herzegovina. Over 15,000 businesses and managers, portal users, confirm this fact, as they have invested their confidence and trust with the eKapija team in terms of receiving timely and comprehensive information. All these facts make it the fastest-growing economic Internet portal in the region! Guided by desires and needs of all users and clients, the business-investment portal is available in languages of peoples in Bosnia and Herzegovina, i.e. everything is available in three languages and used on Bosnian/Serbian/Croatian languages, while preparations are underway for the option of using English and German language versions.

History

Changes in the social-economic system and transition to modern capitalism that took place at the territory of Bosnia and Herzegovina and the region brought along important changes in the way economic subjects do business. For some this change meant a painful end, while for others it was an opportunity for a new beginning in a changed environment that demanded adjusting to the modern pace and method of work.

Namely, faced with a new market economy, SMEs found themselves in an entirely new world of business, in which survival, successful and profitable



Product

Since its establishment in 2004, the eKapija portal grew into the strongest business portal in Bosnia and Herzegovina and with an annual growth of over 40 percent, practically servicing all important companies in BH and Serbia. This fact alone undoubtedly provides opportunities for information exchange for all key market



eKapija.ba
Vodeći poslovni portal u BiH

stalni i pouzdani partner u BiH i regionu

više od 14.000 korisnika

Rast

pretplatnika od 40% u posljednjih godinu dana

Prosječno se dnevno pročitaju 45.200 dokumenta, a pretraži 32.500 podataka

BH, Ericsson, Siemens, Lexmark, Logosoft, Multicom, Hermes SoftLab, Datalab BH, Telekomunikacije RS, Mtel, QSS, Com Trade, etc.

Food industry: Meggle, Bobita Co, MI Menprom, Perutnina Ptuj-BH, TDR, Imperial Tobacco BH, Plantago, IM Semić, MI Farmer Lijanovići, DK Trade Droga Kolinska, Setro, Zvijezda, PPM, etc.

Industry: Feal, Dalekovod (power-transmission line), Kakanj Cement Factory, Lukavac Cement Factory, KRIVAJA – Factory of Prefabricated Homes, Prohema, Kapis, Prevent Leather, Krivaja 1884, Konjuh Živinice, ArcelorMittal Prijedor, Energoinvest, Messer, Elektro Milas etc.

Pharmacy: Bosnalijek, Pliva Croatia- Office in BH, Sanofi-Aventis, Abbott Laboratories, Otto Bock, Oktal Pharma, Ortosar, Bosnafarm, Tuzlafarm etc.

Marketing: Communis, Via Media, Prime Communications, Pristop BH, Luna/Tbwa, Studio Marketing J, Walter Thompson, Europlakat, Direct Media, Foto Art, Horton Media, Colosseum, City Management Group, etc.

performance depend exclusively on their own potentials and competitive advantages.

Competitive environment and market game in which only the best succeed marked the beginning of a new way of doing business, in which the imperative is to always be ahead of others, and in the right place at the right time. The world of modern business of

the 21st century quickly extended to this region as well, and the very foundation on which the new system rests is the information exchange, whose accurateness and timely dissemination represents the distinction between company's success and failure.

For more than five years, namely since 2004, the business-investment portal eKapija has been the undisputable information engine of modern business on the territory of Bosnia and Herzegovina, Serbia and the greater region of Southeast Europe.

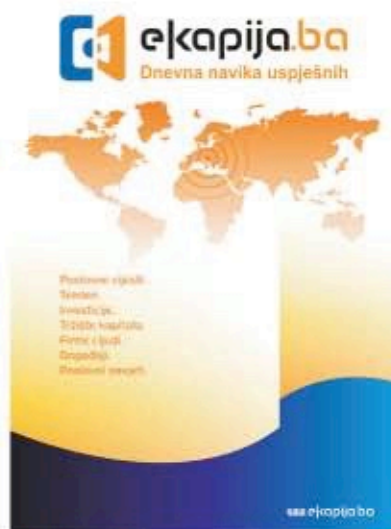
players, who because of eKapija portal can become your business partners too.

The goal of the investment-business system of eKapija is to accelerate and simplify access to high-quality information about business and investment opportunities in the region of South-East Europe, and to provide its clients with quick and timely access to information pertinent to their business operations.

Professional journalists, business and investment analysts, economists, IT professionals and marketing experts gathered around this unique project work 24 hours a day ensuring that each user receives the right information at the right time, thus making this very portal their most important business network.

Having in mind that the ability of finding a contact of a potential new business associate, buyer or client, as well as timely information about current economic events in own industry and the local, as well as regional market, represent, in fact, the key competitive advantage of companies, particularly SMEs – the mission of eKapija portal was clear from the very beginning. Assistance for small and medium companies that do not have substantial budgets or separate departments for monitoring economic trends and events in the region and the respective industry branches in which they operate.

On the territory of Bosnia and Herzegovina eKapija provides service by using two popular media – Internet



Katalog sa
više
od
110.000
privrednih
subjekata

Prosječna
godišnja
produkcija
19.000
vijesti i
izvještaja

Preko
26.000
tendera

Personalizirani
dnevni bilten prema
Vašim interesima
svaki dan u
vašem inboxu

ekapija.ba
Dnevna navika uspješnih

portal www.ekapija.ba and daily newsletter distributed via e-mail.

Primary package user:

- receives via e-mail the daily economic report every workday, including news, tenders, reports and economic analyses from the region (eKapija newsletter);
- uses data-research capacities at the eKapija.ba portal 24h a day (news, tenders, reports, economic events, catalogue of companies, goods and services which already contains information about over 110,000 companies and organisations from the country and the region);
- maintains and updates information about its company at the eKapija system thereby making it available to all system users;
- has an option to forward through the eKapija system all the company news and successes – new contracts, successfully implemented projects, planned and realised investments, new production programmes, good business results, contracts on dealership, distribution etc. All such information is processed and presented to other users of the eKapija system;
- has the support of eKapija team in searching for and finding the necessary information.

Recent Developments

Even at times of general recession and financial and economic crisis, eKapija managed to increase the number of its subscribers. The quality and work of eKapija team, characterised by constant innovation of the production process, resulted in 44 percent financial growth of the project in 2009! Providing information at the regional level is a feature which resulted from cooperation with a Serbian company eKapija.com, where the national project www.ekapija.com has been operating for several years, while preparations are also underway for branches in Croatia and Macedonia.

Promotion

The role of the information leader in modern business, on whose objective, accurate and primarily up-to-date informing many company managers and directors across the region rely on, brings an imperative of omnipresent position, which is achieved through cooperation with various economic and business associations. For that very reason strategic cooperation has been established with different organisations and national business clubs in the country, such as the Foreign Investment Promotion Agency (FIPA), the US Chamber of Commerce in BH

(AmCham BH), British Embassy in BH – Trade and Investment Department (FCO), Austrian Embassy – Trade Department, Italian Foreign Trade Institute (ICE), French Embassy – Economic Department (Le Service Économique), Bankakademie e.V., Slovenian Business Club (SPK), Sarajevo Canton Chamber of Commerce, Una-Sana Canton Chamber of Commerce, BH Foreign Trade Chamber (VTK), BH Banks Association, FBH Employers Association, NERDA Association for Development, Association of Court-Appointed Experts, BH Mediators Association. It is important to note that eKapija.ba is a member of the Sarajevo Canton Chamber of Commerce and the KKD Association (Buying and Using Domestic, High-Quality Products Manufactured in BH).

eKapija.ba is a participant and media partner of all important events such as PosaoFest (job fair), Banja Luka Stock Market Conference (BLSE), Sarajevo Stock Market Conference (SASE), CEFTA Regional Economic Forum, Customer Service Day, BP&KM regional conference on business processes and knowledge management, AIESEC Career Days, IDC – IT Security – Storage and Business Continuity, Sarajevo PR Open, Microsoft Innovation Forum, Regional Economic Forum for South-East Europe – REF SEE, EKO BIS etc.

eKapija.ba provides media coverage and promotes numerous cultural, humanitarian, and sport events such as Volunteer – Credit, Saving for Life, Sarajevo Marathon, Proactive, Bašaršija Nights, Sarajevo Film Festival (SFF), International Travelling Festival of Ecology and



Faruk Širbegović,
President, Širbegović Group
"eKapija.ba is a source of trust."



Lejla Zukic - Krivdic, Country Manager
Microsoft, BH
"The speed of eKappa's news coverage
is its additional value"



Darko Likić, Assistant Director, Banja Luka
Stock Exchange
"The eKappa business web site helps us learn
about everything that is going on in BH economy"

Tourist Film (ITEF) and many others.

eKapija proudly highlights that after four years of existence it has an exceptionally high number of hits on Google search tool using the keyword 'eKapija', and it is especially important how well their documents 'rank' within the search.

It is particularly worth noting that the success of the reading rate and positioning on Google is all the greater given the fact that around 60 percent of documents at the eKapija portal are part of the subscription regime of use, therefore inaccessible to Google and other research tools.

Brand Values

Describing the value of a brand within the framework of a new media such as Internet is not an easy task. The sole value of business-investment portal eKapija, as the most powerful business portal in Bosnia and Herzegovina and the region, is in fact the value it delivers to all its users – every day! A reliable and trustworthy source, a single point of information on all economic events and exceptional speed of reacting are just some of the attributes by which the users describe the importance of eKapija in their daily business operations.

"The business-investment portal eKapija.ba is extremely useful for daily operations of the Širbegović group. It contains a wealth of information from the business world, which helps us keep up with current events not just in BH but also in the wider region. At present times, information is the most valued asset, and eKapija is a trustworthy source. My opinion about eKapija portal and how much benefit it brings us in daily business communication is best illustrated by our cooperation continuing year after year. I congratulate eKapija on the accomplished results and hope that they will not stop there, but that the desire to improve all segments of business operations will be an imperative for their future work" – Mr. Faruk Širbegović, president of the Širbegović Group.

www.ekapija.ba



"We measure our success by the success of our users"
Azra Atagić-Čatović, Managing Director eKapija.ba

THINGS YOU DIDN'T KNOW ABOUT...

eKapija

- Average annual production of documents within eKapija portal is around 19,000 news items and reports and 26,000 tenders.
- Number of business subjects registered in eKapija database amounts to amazing 110,000.
- The rate of renewed subscriptions is 80 percent, which is the greatest proof of user confidence.
- The average reading rating is 45,200 documents daily, and 32,500 data searches daily.
- Recipient of the award WebAward.Me for best BH page in the category of media.