

Market

The trade fair "product" is unique. Having a base in the concept of fairness itself, it is for such a reason that its uniqueness is a compact of differing elements. Firstly, it relates to the conceptual framework and philosophy of the Fair as an event in being a pivotal, focal point for commerce as an entity. Secondly, its structure, quality and character: What it offers to exhibiting entrepreneurs in terms of the sheer number of visitors, the quality and quantity of available space as well as its well-developed infrastructure, all combine to ensure quality for exhibitors and visitors alike. Thirdly and finally, Zagreb Fair has developed an image within the market, which is now acknowledged by all who recognise its impact on all aspects of economic life.

Achievements

Similarly with all Fairs, the overarching goal of Zagreb Fair is to maintain constant mutual communication with all market sectors in order to keep abreast of all latest developments and requirements and to constantly satisfy needs and demands. In order to achieve this goal, a variety of factors must be satisfied. Market-oriented data is a prerequisite both at regional and global level; infrastructural functionality must meet all needs; and quality customer service aimed at visitors and exhibitors is crucial in order to maximise the commercial effectiveness of the Fair itself. To meet these demanding requirements, Zagreb Fair has a large, devoted and highly qualified team each of whom ensures current and future prosperity.

History

Trade Fairs have a long and entwined history with the Croatian economy. In 1241, when Zagreb was granted its "Golden Bull", the medieval town received the right to organise commercial Fairs. Today's Zagreb Fair is witness to 800 years of tradition.

The Fair of 1864 was the first to attract wider interest whilst that of 1891 (which simulated that of London) is often referred to as the most glamorous event in Zagreb in the 19th century. In 1909 our efforts were rewarded by the creation of the Zagreb Convention (later to transform into the Zagreb Fair), the first phase of our involvement with the world of economic Fairs.

In 1924, the Zagreb Convention organised the first international motor exhibition in Zagreb. An astounding number of both exhibitors and visitors made this venture a tremendous success. Those presenting their products read as a "role of honour" of the automobile world - Fiat, Lancia, Buick, Lincoln, Diatt,



HAG, Minerva, Peugeot, Benz, Studebaker, Renault, Graf and Citroen.

After a series of moves in its location, Zagreb Fair found its current location, across the River Sava, in 1956. The period 1960 to 1985 were the "golden years" for the Fair, as it began to attract exhibitors from a much wider geographical region, especially from those less-developed countries, who saw Zagreb Fair as their "window" to the west. The combination of exhibitions from these countries and those from the west ensured that the Fair took its rightful place in the company of the greatest world Fairs. At this time, a wide range of specialised Fairs made their appearance, each of which attained international recognition and acclaim. Zagreb Fair, quite rightly, is proud of the fact that 16 of these Fairs have been approved by the UFI (the Global Association of the Exhibition Industry).

With the fall of the Berlin Wall and the crumbling of the "Iron Curtain" a new era of economic transition came into effect. These events had significant repercussions on business methods

and operations in all Central and Eastern European countries. One such repercussion was the fact that there was a marked decline in the level of interest, shown in Fairs and exhibitions due to a general weakening of economies across the region. This was the "trumpet-call" to adapt and change – a time to create new programmes and economic Fair branding.

Product

Zagreb Fair generates an honest picture of the Croatian economy. Economic growth and the necessity for the wider representation and orientation of exporters to be seen to a growing audience, has vastly increased and thus influenced the growth and development of specialised Fairs. Indeed, it can be honestly stated that the reverse is just as valid; specialised Fairs give an excellent prompt to entrepreneurs to make their product better known. Thus, a Fair is not a "static" event but one which is constantly and proactively relating itself to the needs of the market. Rapid reaction is a

priority. Zagreb Fair is totally oriented towards making the Fair one that recognises and adapts to the wider economy. A globalised economy in an increasingly globalised world needs to be understood and acted upon; the necessity for Fairs in general and for Zagreb Fair in particular is therefore becoming more and more self-evident. Croatia cannot be an exception to the rule.

Recent Developments

Having a solid base of 100 years of tradition Zagreb Fair has one prime





objective, that being to reinforce and strengthen the already existing channels of communication with the market. As a consequence, several clear strategic goals have been set. In 2007 we embarked upon a plan to consolidate our programme with the intention of becoming ever-stronger regionally.

Special attention has been paid to grouping Fairs having specific but similar characteristics and this has paid dividends since by so doing, the Fair has attracted a larger number of relevant exhibitors as well as a broader circle of the general public. Thus, we have accomplished the "raison d'être" of all Fairs – connecting producers with customers. Naturally, this is perceived as beneficial to those responsible for economic policy as it in such surroundings that the reality of the economy may be seen.

In 2007 the International Autumn Zagreb Fair metamorphosed into a series of highly specialised events of global interest. More than 580,000 visitors attended these events, covering the themes of Sport & Boat, Zagreb Auto Show, TEGRA, BIAM, CROTOUR, Medicine and Technology, AMBIENTA and INTERLIBER to mention a few. Manufacturers and representatives of world-renowned companies now understand we are strengthening their international image.

This is the future. Concentrating on this approach and to develop it is the method to ensure a vital and valuable future. However, we recognise this will mean making certain decisions – whether to modernise and reconstruct existing facilities or, perhaps a better option, build a totally new complex. Our current facilities leave little space in which to embark upon important and long-lasting changes. We wish to celebrate our 100th anniversary in a way that symbolises our long tradition. A major role will be played by the city of Zagreb and the vision of the leadership in defining

the contribution that Zagreb Fair will make to the wider economy in the forthcoming years.

Promotion

Globalisation and internationalisation are inescapable and need to be an integral part of our planning to ensure success and effectiveness in the future. To restate our objectives: to strengthen our position, to upgrade our facilities, offer more quality products, leading to the ultimate aim of attracting more exhibitors and visitors and enabling them to interact effectively.

The Croatian economy is primarily comprised of small and medium-sized organisations who are often insufficiently prepared or do not have the requirement to be exhibitors. However, the fact remains that Zagreb Fair is for them a "window to the world", the more so if they are export-oriented. For this reason, we aim to attract these companies, offering them a platform for international communication. Additionally, we aim to achieve multiple-economic effects so necessary for the achievement of a higher standard of living and the overall development of society.

Concurrent with this concept is the requirement to transform Zagreb Fair through enhancing overall quality rather than focus solely on quantity. A final intention is to strengthen our brand and to be seen as an extremely efficient instrument in international trade.

Brand Values

Zagreb Fair has a long and prestigious reputation as one of the most important Fairs regionally. Even in the technology-oriented world of today, Zagreb Fair has shown that the direct presentation of products and the level of services offered by the company itself is not merely "another part of business" but also a determining factor when

making critical decisions. Being up-to-date and "ahead of the game" is a prerequisite in both economic and social development. Zagreb Fair prides itself on the fact that we can create the ambience within which direct communication, contemporary technology and quality meet – connecting the past to the future – for the future.

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THINGS YOU DIDN'T KNOW ABOUT...

Zagrebački Velesajam

- Zagreb Fair will celebrate its centenary in 2009.
- Zagreb Fair is one of the founders of the International Union of Fairs UFI established in 1925.
- The first live TV broadcast on September 7th, 1956 occurred on the opening day of Zagreb Fair.
- To date we have organised over 1,500 exhibitions and Fairs.
- Zagreb Fair attracts over 6,000 national and international exhibitors annually from more than 50 countries.

