



# CELJE INTERNATIONAL BUSINESS FORUM

**Main topic:**

## **INNOVATIVE SALES & MARKETING AND DISTRIBUTION CHANNELS**

**Celje, 12<sup>th</sup> and 13<sup>th</sup> 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 50<sup>th</sup> International Trade and Business Fair in Celje, offering a perfect opportunity for visiting the major trade fair in this region.*

## PROGRAMME

### TUESDAY, 12<sup>th</sup> SEPTEMBER 2017

Location: Celje Regional Museum

- 17:30 **WELCOMING OF THE GUESTS** by the mayor of the City Municipality of Celje  
17:50 **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, 13<sup>th</sup> SEPTEMBER 2017

Location: Celje Fair

- 09:30 **GREETING RECEPTION AT CELJE FAIR**  
10:00 **MAIN TOPIC: INNOVATIVE SALES & MARKETING AND DISTRIBUTION CHANNELS**  
Adress by **Angela Go**, entrepreneur, innovation expert, public speaker and pitch coach  
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 **Rob Howland**, Sales and marketing Manager at Špica International  
**Coffee break**  
11:50 **PRESENTATION OF DATAFY.IT - A 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 50<sup>th</sup> 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](http://www.celje-international.com)**

**REGISTRATION:** For organisational purposes, kindly confirm your attendance by **5<sup>th</sup> September 2017**,  
by mail to [razvojna.agencija@rasr.si](mailto: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