



International conference

Exhibition industry - disruptor or disruptee?

5 June 2019

PROGRAMME:

09:00 – 09:30 REGISTRATION AND WELCOME COFFEE

09:30 – 09:50 OFFICIAL OPENING AND SIGNING CEREMONY OF THE MEMORANDUM OF UNDERSTANDING ON COOPERATION BETWEEN CELJE FAIR PLC AND ZAGREB FAIR LTD

Host: Željko Kardum

- Dina Tomšić, PhD, Zagreb Fair Director
- Ana Mandac, Assistant to the Minister of Economy, Entrepreneurship and Crafts
- Milan Bandić, Mayor of the City of Zagreb

OFFICIAL SIGNING CEREMONY OF THE MEMORANDUM OF UNDERSTANDING ON COOPERATION BETWEEN CELJE FAIR PLC AND ZAGREB FAIR LTD

- Franc Pangerl, President of the Management Board at Celje Fair
- Dina Tomšić, PhD, Zagreb Fair Director

09:50 – 10:10 KEYNOTE ADDRESS

Study on the global exhibition industry & the evolution of exhibitions

Speaker: Nick Dugdale-Moore, Regional Manager - Europe, UFI

10:10 – 11:00 PANEL 1 – EXHIBITION INDUSTRY AS THE EXPORT, INVESTMENT AND COMMUNICATION PLATFORM OF THE CROATIAN ECONOMY

Moderator: Željko Kardum

Introductory address 10': Zvonimir Savić, MSc

- Assist.Prof. Olivera Majić, PhD, Deputy Mayor of the City of Zagreb
- Ana Mandac, Assistant to the Minister of Economy, Entrepreneurship and Crafts
- Miodrag Šajatović, Editor-in-chief at Lider, The Croatian Exports Club
- Zvonimir Savić, MSc, Special Advisor to the Prime Minister on Economic Issues
- Sanja Želinski Matunec, Advisor to the President on Legislation, Economy and Cooperation with the Government and the Parliament of the Republic of Croatia, Croatian Chamber of Trades and Crafts

11:00 – 11:15 COFFEE BREAK

11:15 – 12:10 PANEL 2 – EXHIBITION INDUSTRY – DISRUPTOR OR DISRUPTEE?

Moderator: **Željko Kardum**

Introductory address 10': **Tomislav Radoš, PhD**

- **Nick Dugdale-Moore**, Regional Manager – Europe, UFI
- **Dina Tomšić, PhD**, Zagreb Fair Director
- **Tomislav Radoš, PhD**, Vice President for Industry and IT, Energy and Environmental Protection at the Croatian Chamber of Economy
- **Franc Pangerl**, President of the Management Board at Celje Fair
- **Assist.Prof. Marko Šantić, PhD**, President of the Chamber of Economy of the Federation of Bosnia and Herzegovina

12:10 – 13:05 PANEL 3 – TRADE FAIRS AS A SUSTAINABLE TOURIST PRODUCT AND BRAND AMBASSADORS

Moderator: **Prof. Božo Skoko, PhD**

Introductory address 10': **Prof. Božo Skoko, PhD**

- **Mirjana Resner**, Head of Fair and Special Event Department at Croatian National Tourist Board
- **Zoran Kasum**, Hotel & Destination Consulting Director
- **Alen Vukašinović, MSc**, Director at Osječki Sajam
- **Bogdan Šarić**, Fair Manager at Split Fair
- **Bojan Mijok**, Director at Viroexpo
- **Mladen Staroveški**, Fairs and Events Division Director, Zagreb Fair
- **Darko Buković**, Founder and Editor-in-chief at poslovniFM portal

13:05 – 13:15 FINAL RECOMMENDATIONS

Darko Buković

13:15 – 14:00 LUNCH AND NETWORKING

