

Invitation - Offer to participate at IISF GRAND EXPO Zagreb 2023



GRAND OPENING: 24th May 13:00

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- CONSTRUCTION INDUSTRY, ARCHITECTURE, RESTORATION, REAL ESTATE, LIGHTNING • FORESTRY, WOOD INDUSTRY, FURNITURE, INTERIOR DECORATION EQUIPMENT • ENERGY, ENERGETICS, MINING • METAL AND ELECTRO INDUSTRY, MECHANICAL ENGINEERING, SHIPBUILDING, MACHINE TOOLS, INDUSTRIAL ELECTRONICS, AUTOMATION, ROBOTICS, SMART DEVICES • INFORMATION TECHNOLOGY, TELECOMMUNICATIONS, DIGITALIZATION AND GAMING INDUSTRY • RUBBER, PLASTIC, LEATHER, STONE AND GLASS INDUSTRY • ECOLOGY, SPATIAL DEVELOPMENT, COMMUNAL SERVICES AND RECYCLING •

INVITATION – OFFER TO PARTICIPATE AT IISF GRAND EXPO ZAGREB 2023

Dear Sir/Madam,

From May 24 to May 27, 2023 (in addition to part of the program contents held on May 22 and 23), Croatia and Zagreb are hosting the International Industrial Spring Fair (IISF) GRAND EXPO. So far, all relevant institutions and business associations in the Republic of Croatia have expressed support for this unique fair-congress and professional event: from the President of the Republic and the Government, numerous ministries, to business and professional associations (see more on the last page). IISF GRAND EXPO shall be held in the professional premises of the "Zagreb Fair" institution. **We invite you to participate!**

The mission of the IISF GRAND EXPO is the promotion of the economy and entrepreneurship in thematic areas and the provision of contributions to companies and organizations - participants of the Fair - in their positioning on the international market. **The promotion of the development of sustainable industry, internationalization of business activities and smart investment** is the light motif for organizing the IISF GRAND EXPO.

In addition to the above, the mission of the IISF GRAND EXPO in year 2022/2023 also shows support for the citizens and businessmen from Ukraine through a specially designed promotion activities of the economy of Ukraine.

The great efforts of IISF GRAND EXPO are aimed at positioning GRAND EXPO as an important platform for presenting the needs and business opportunities for the construction, energy, wood, metal and other sectors from the thematic areas. The International Industrial Spring Fair GRAND EXPO is, in the end, a set of programs, activities, actions, contents and experiences which, when professionally and synergistically organized as a whole, provides a useful and interesting "live" product for a diverse structure of visitors.

The framework of the entire IISF GRAND EXPO program is the **FAIR EXHIBITION** for **845 exhibitors and co-exhibitors** on **12 000 m2** of exhibition space, in the form of a standard fair presentation: supply, demand, interests and opportunities from the thematic areas of the Fair. The organizers estimate that the expected 845 companies will be represented by **1879** representatives - business people (excluding representatives of technical and other services), and **2510** participants - business people, engineers, development experts, Mayors, Ministers - will take part in the congress and educational activities, at which **61** experts will speak as well as representatives of various institutions and organizations.

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A special dimension of the quality of the IISF GRAND EXPO will also be given by the **CROATIA - UKRAINIAN INVESTMENT FAIR** as an integral part of the main fair exhibition, as well as the foreseen **80 000 visitors**, of which, 30 000 is estimated to be business/professional visitors.

FOR THE PURPOSES OF QUALITY OF YOUR PARTICIPATION AND PRESENTATION, we made an effort to create a high-quality, rich and varied program¹ and to ensure all the necessary services at affordable conditions² in relation to the quality, importance and reputation of IISF GRAND EXPO. The invitation (Offer) for participation has been elaborated in sufficient detail so that you immediately have a clear insight into the entire offer and all possibilities of participation and presentation. Therefore, this Call (including the Application for Participation form, General Conditions of Participation and Special Instructions and additional useful information for participants and exhibitors) is somewhat more extensive, but we believe that a careful reading and analysis of what is offered will satisfy your curiosity and your interest and that you will easily visualize, plan, prepare and realize your future quality presentation at the IISF GRAND EXPO. With such a goal, **we are always available to assist you.**

Therefore, to begin with, we refer you to the useful advice presented in the book "*Marketing in the Congress and Fair Industry*" which can be downloaded [here](#) - then click on "Book, first edition - 2014" (we especially recommend chapters: IV/2, p. 62; V, p. 73; X, p. 181; XI, p. 199-207; XII, p. 223; especially XIII, p. 291 and XIV, p. 371).

DEADLINE for registering participation in the status of Exhibitor / Co-exhibitor* is: **March 31st 2023**, i.e. until the available exhibition space is filled.

*/After the specified deadline, participation in another status can be registered - without renting the exhibition space, with an increase of all prices by 15%.

RESERVE DEADLINE for registering participation in the Exhibitor / Co-exhibitor status is until April 15, 2023, with an increase of all prices by 15%, i.e. until April 30, 2023, with an increase of all prices by 25% and if the Organizer is able to accept the so-called "late" applications. *We kindly invite you to register your participation as soon as possible!*

IMPORTANT ! For timely registration and advance payment of ordered services (min 35% or more of the value of all ordered services), we grant the following discounts:

- Application **by: 12/31/2022**: a **9%** discount is granted on the amount paid by the specified deadline (12/31/22)
- Application **by: 01/31/2023**: a **6%** discount is granted on the amount paid by the specified deadline (01/31/23)
- Application **by: 28/02/2023**: a **3%** discount is granted on the amount paid by the specified deadline (28/02/23)

IMPORTANT NOTE: Upon receipt of the Application, the Organizer shall confirm the same and provide the Participant with a Proforma Invoice, i.e. an Advance/advance invoice (min 35% or more of the value of all ordered services), according to which the Participant will make the advance payment. Upon payment of the advance, the exhibition space and other ordered services will be reserved. The rest of the calculated amount will be paid by the Participant within 30 days from the day of confirmation of participation and no later than March 31, 2023.

GRAND OPENING: May 24th 13:00

¹ We can deliver the IISF GRAND EXPO program/agenda upon your request.

² In addition to the Conditions of participation and prices of services, in the form "Application for participation" (chapter "Notes of the Organizer") you can see how many discounts have been approved and for which categories of participants, except those listed here. It is possible to get up to **20% discount** on the total amount of ordered services.

The international Industrial Spring Fair GRAND EXPO consists of
9 specialized exhibitions:

- 1** The international fair exhibition of construction, architecture, restoration, real estate and lighting **"SMART BUILDING EXPO" (SBE)** *...is becoming a reference point of contact for construction and related industries in Central and Southeast Europe. SBE - an event that brings together all aspects of the construction and related industries...*
- 2** The international fair exhibition of forestry, wood industry, furniture and equipment for interior decoration **NATURE - INTERIOR EXPO (NIEX)** *...is recognized as a gathering place for experts in the protection and regeneration of forest resources as well as international producers, traders and buyers of furniture and equipment for interior decoration.*
- 3** International fair exhibition of energy, energetics and mining **WORLD ENERGY EXPO (WEE)** *...in the long term, it aspires to become the leading commercial platform for product presentation, communication, trade and procurement in the energy industry. WEE wants to contribute to the quality of life and sustainable development of the modern technological society.*
- 4** International fair exhibition of the metal and electrical industry, mechanical engineering, shipbuilding, machine tools, industrial electronics, automation, robotics and smart devices **MIER EXPO (ME)** *... is a set of economic activities based on the metal and electrical industry that have become or are trying to become part of the Industry 4.0. ME wants to make a long-term contribution to sustainable development based on Industry 4.0 with the aim of faster establishment of as many smart factories as possible... Artificial intelligence and robotic technology will especially come to the fore.*
- 5** International trade fair exhibition of the rubber, plastic, leather, stone and glass industry **GUPLAKS EXPO (GUEX)** *The goal is to present the newest technologies, machines and devices for production - as well as the finished products from the sector, both for use, as well as energy and safety...*
- 6** International fair exhibition of informatics, telecommunications, digitalization and gaming industry **INFOCOMD EXPO (IE)** *Artificial intelligence (AI), Internet of Things (IoT), as well as the impact on individual industries shall be presented, researched and discussed. Industry experts will discuss technological advancements in the IoT ecosystem.*
- 7** The international fair exhibition of ecology, spatial planning, communal services and recycling **GREEN CLEAN EXPO (GCE)** *... is fully dedicated to our future. GCE is a fair for natural resources, environmental protection and management, a pleasant environment for more humane living and a source of circular economy. Cities and regions have a special place and role at GCE.*
- 8** **CROATIA - UKRAINIAN INVESTMENT FAIR (HUIS) at GRAND EXPO**
- 9** Fair exhibition **"A PARTNER COUNTRY of the Croatian economy and IISF GRAND EXPO" (CP)**

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Along with the "Croatia - Ukraine Investment Fair", the main accompanying events of IISF GRAND EXPO are:

- 1 **Expert conference 1:** "Energy and climate challenges - green transition for efficient, competitive and sustainable economy and society"
- 2 **Expert conference 2:** "Industrial production, internationalization of business, export and foreign investments"
- 3 **Expert conference 3:** "Quality education for the labor market – to what extent development and successful business depend on human resources!?"
- 4 **Expert conference 4:** "Industries and factories of the future – To what extent do we educate ourselves for Industry 4.0 and Industry 5.0?!"
- 5 **Expert conference 5:** "Contemporary trends and conditions in architecture, construction, restoration and real estate - a new era of real estate development"
- 6 **Expert conference 6:** "Forests, wood industry and the furniture production industry and equipment for interior decoration - condition, opportunities and new development challenges"
- 7 **Expert conference 7:** "Metal and electrical industry, rubber, plastic, leather, stone and glass industry - state, opportunities and new development challenges"
- 8 **Expert conference 8:** "ICT infrastructure and industry in the function of more advanced and sustainable economic development"
- 9 **Expert conference 9:** "Development opportunities and challenges in the electronics and robotics industry and the gaming industry"
- 10 **Expert conference 10:** "Cities designed for humans - spatial planning and communal infrastructure and economy in the function of ecology and humane urbanization"

You can learn **more** about professional conferences in the Program / Agenda of IISF GRAND EXPO.

- 11 **Economic forum 1:** "Ukraine's economic cooperation with Croatia and other countries of the European Union - Sustainable future, the challenge of today's leaders - How ready and capable are we really?!"
- 12 **Economic forum 2:** "Economic cooperation between partner countries and Croatia"

You can learn **more** about economic forums in the Program / Agenda of IISF GRAND EXPO.

- 13 **Seminar "Challenges and opportunities of mandatory non-financial reporting"** (lecturer Prof. M. Tafra Vlahović)
- 14 **Seminar "Integrating crisis management into company management"** (lecturer Prof. Majda Tafra Vlahović)
- 15 **Seminar "Creative leadership in crisis situations"** (lecturer Prof. Dr. Emeritus Velimir Srića)
- 16 **Seminar "Sources of business success in digital transformation conditions"** (lecturer Prof. Dr. Emeritus V. Srića)
- 17 **Seminar "Persuasive communication techniques for managers"** (lecturer Kamilo Antolović)

You can learn **more** about seminars in the document "Education - seminars at IISF GRAND EXPO" and in the Program / Agenda of IISF GRAND EXPO.

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Participants - exhibitors at IISF GRAND EXPO are all entities that, by their activity, creativity and actions, belong to the thematic areas (further: TA) of the Fair, namely:

- big companies – with focus on manufactures
- medium and small entrepreneurs
- entrepreneurs
- potential investors, banks and other financial institutions
- insurance companies
- business associations
- scientific and educational institutions
- local and regional communities
- development and other state agencies
- resor Ministries
- associations of engineers
- associations from thematic areas of the Fair
- media specialized in the thematic areas of the Fair
- business service providers, marketing agencies, printing companies, media...
- others interested in the TA of the Fair

Visitors IISF GRAND EXPO are:

- entrepreneurs
 - businessmen
 - tradesman
 - employers
 - capital owners
 - economists
 - board presidents and members of the boards
 - managers
 - experts, engineers and managers from Fair`sTA
 - representatives of state institutions and agencies
 - predstavnici razvojnih agencija i PPI
 - representatives of local and regional communities - city/prefects chiefs
 - representatives of diplomatic and consular missions
 - representatives of the academic community with a focus on TA
 - union representatives
 - representatives of associations / non-governmental sector from TA
 - representatives of thematic/professional media
 - citizens
 - students
 - pupils (only organized visits)
-

At the International Industrial Spring Fair GRAND EXPO

⇒ you can participate in several ways by:

1. RENTING THE EXHIBITION SPACE and mandatory accompanying services

In Application for participation form no 5 (status: *Main participant-exhibitor – MPE*)

- 1.1. Indoor unfurnished exhibition space (IUES)
- 1.2. Indoor basic equipped exhibition space (IBEES)
- 1.3. Indoor fully equipped exhibition space (IFEES);
- 1.4. Outdoor exhibition space empty (OESE)

And accompanying services

- 1.5. Mandatory marketing package (MMP)
- 1.6. Infrastructure services (Internet, electricity, water...)
- 1.7. Machinery and equipment services, staff services, hall rental, ES cleaning, insurance, etc.

2. By registering as a CO-EXHIBITOR at the exhibition area for MPE (in agreement with MPE) and booking mandatory accompanying services (status: *Co-exhibitor*) and/or registering as an **INDIRECT EXHIBITOR (REPRESENTATIVE OFFICE)**

In Application for participation forms no **1.15.1. and 1.15.2**

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3. By registering as a **PARTICIPANT-EMPLOYER AT LABOR MARKET & EDUCATION "PERSPEKTIVE"** (LM&E) - (status: *Participant LM&E*) [In Application for participation form no 6](#)
4. By registering as a:
 - 4.1. **Participant of expert conferences** – one or more than 10 planned conferences and/or
 - 4.2. **Participant of Seminar** – one or more than 5 planned Seminars
(status: *Participant of conference`s events- PCE*) [In Application for participation form no 7](#)
5. As a participant in one of the before mentioned statuses under no 1, 2, 3, 4.1. and/or 4.2, you can apply also as a participant i.e. using following services:
 - 5.1. **Participant at the Economic forum** – one or more from 2 planned (status: *Participant at the congress event - PCE*) - (f r e e) [In Application for participation form no 7](#)
 - 5.2. **Participant at B2B meetings** (status: *B2B Participant*) – (f r e e) - a special [Application form for participation in B2B meetings will be sent to you after confirmation of participation in the GRAND EXPO](#) and/or
 - 5.3. **Author/producer of Commercial Promotions / Presentations** - for the premier presentation of top products, demonstration of machines, devices, new technologies, innovations and services from the thematic areas of GRAND EXPO - by renting 1 or max 2 out of 20 scheduled appointments. The commercial promotion / presentation is realized for a large number of interested parties, including journalists, on the "Open Stage" (or in case of bad weather in the congress hall for approx. 100 people) with full technical/AV support, in a predetermined specified time of 25 minutes. The date and name of the promotion / presentation will be presented in the official program (Agenda) of IISF GRAND EXPO. The number of appointments is limited.
[In Application for participation form no 8.](#)
 - 5.4. **Using IISF GRAND EXPO media and media activities at IISF GRAND EXPO**
[In Application for participation form no 9.](#)
 - 5.5. **Reservation / purchasing invitations for Gala dinner**
[In Application for participation form no 11.](#)
 - 5.6. **Reservation / purchasing tickets for group visit at IISF GRAND EXPO**
[In Application for participation form no 12.](#)
6. As a participant in one of the aforementioned statuses under no 1, 2 and 3, you can also apply as:
 - 6.1. **Participant in the Program for selecting and awarding the best marketing and communication achievements and presentations** at IISF GRAND EXPO.
[In Application for participation form no 10.](#)
7. **By purchasing one of the sponsorship-donor arrangements:**
[In Application for participation form no 13 \(upon your request, we will send you a detailed Offer for sponsorship / donation of IISF GRAND EXPO\)](#)
 - 7.1. Sponsorship IISF GRAND EXPO (status: *Sponsor GE*):
 - a) General sponsor IISF GE
 - b) Platinum sponsor IISF GE
 - c) Gold sponsor IISF GE
 - d) Silver sponsor IISF GE
 - e) Bronze sponsor IISF GE
 - f) Sponsor of the Day IISF GE
 - 7.2. Sponsoring just the specific program content or event (status: *Sponsor + name of the content*):
 - a) Sponsor one of the 12 expert conferences
 - b) Sponsor one of the 2 economic forums
 - c) Sponsor one of the 5 seminars
 - d) Sponsor of the Labor market & education
 - e) Sponsor of the B2B meetings
 - f) Sponsor of the GE Opening ceremony
 - g) Sponsor of the GE Official closing
 - h) Sponsor of the Gala dinner
 - i) Sponsor of the Welcome ceremony
 - j) Visitors` sponsor
 - k) Sponsor of the Open stage
 - l) Sponsor of the Fair`s radio

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- m) Sponsor of the Main info punkt / GE reception
- n) Sponsor of the Prize game "1000 prizes for 1000 visitors"
- o) Sponsor of the VIP Business club IISF GE
- p) Sponsor of the congress's and fair's gift bag
- q) Sponsor of the Fair's catalogue
- r) Sponsor of the Newsletter

7.3. Sponsorship statuses were created for quality presentation of specific products or services (status: *Sponsor-Partner GE*):

- a) Smart partner
- b) Official bank
- c) Official insurance company
- d) Official car
- e) Official hotel
- f) Official restoran
- g) Food partner (fast-food)
- h) Official drink
- i) Official soft drink
- j) Official coffee
- k) Sweet sponsor

7.4. If you do not need a counter service in the form of publicity, and you want to be present and support the exhistance and development of IISF GRAND EXPO (because it also directly and indirectly supports you), there are donor categories (status: *Donor* or *Local donor*):

- a) Gold donor
- b) Silver donor
- c) Bronze donor
- d) Gold local donor
- e) Silver local donor
- f) Bronze local donor

You can learn more about the possibilities and conditions of participation in the Application for participation and in the Sponsorship and Donation Program.



The total number of visitors is estimated at 80 000 - of which, it is estimated, **30 000** will be **business/professional visitors**. IISF GRAND EXPO will be visited by management members, employees who participate in decision-making processes, economists, lawyers, engineers, entrepreneurs, craftsmen... from several countries.

The program for visiting IISF GRAND EXPO includes numerous marketing and program activities, including a prize for visitors with the main prize - a car. The value of the prize fund is: EUR 100 000 (HRK 753 000).

With adequate participation and presentation, enable, by purchasing adequate tickets for IISF GRAND EXPO your management members, employees and your company, to visit the Fair!

You can learn more about tickets in Application for participation - form no 12.

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IISF GRAND EXPO as a public economic professional manifestation strongly advocates and implements **the concept of socially responsible business**. Accordingly, through the Program "**GRAND EXPO for CHILDREN AND YOUNG PEOPLE**", by allocating **5% of the total revenues** of the IISF GRAND EXPO, considerable financial resources will be donated to several institutions that deal with helping and developing children and young people. In the past period, an initiative on this has already been launched towards "UNICEF" and towards the Association "SOS - CHILDREN'S VILLAGE CROATIA", and as recipients of donations, we shall also include houses for neglected children in the region. By participating in the IISF GRAND EXPO, **indirectly, you also become a donor in the "GRAND EXPO for CHILDREN AND YOUTH" Program!**

You can learn more about the "GRAND EXPO for CHILDREN AND YOUTH" program on the official website www.promo-perspektive.com or we can provide you with more complete information upon your request.

Dear Sir/Madam, we are looking forward to your participation in the International Industrial Spring Fair GRAND EXPO and to the establishment of a special and mutually beneficial cooperation, we warmly welcome you!

You can learn more about IISF GRAND EXPO on the official website www.promo-perspektive.com or in the document "GRAND EXPO - learn more" - that we will deliver to upon your request.

Prof. Ph.D. sc. Velimir Srića,
President of Program Committee
IEF „PERSPEKTIVE“ Zagreb and
Co-chairman of the Prog. Committee
IISF GRAND EXPO Zagreb 2023

Radimir Čačić,
President of the Org. Committee
IISF GRAND EXPO Zagreb 2023

Prof. Ph.D. sc. Siniša Zarić,
Vice President of the Board of Directors
IEF „PERSPEKTIVE“ Zagreb and
Co-chairman of the Prog. Committee
IISF GRAND EXPO Zagreb 2023

Kamilo Antolović,
President of the Prof. Ass. election Body
of the top quality marketing achievements
at IISF GRAND EXPO Zagreb 2023

Vinko Ćuro,
President of the Board of Directors
IEF „PERSPEKTIVE“ Zagreb and
Vice President of Org. Committee
IISF GRAND EXPO Zagreb 2023

Gordana Kovačević,
Director / member of the
Management Board
PROMO GLOBAL Zagreb

Croatia, Zagreb, 31.10.2022.
No: 458 – GE / 22.



Društvo za marketing i poslovne usluge
PROMO GLOBAL Zagreb

OIB: 73460015721
Dun & Bradstreet d.o.o. / 15.12.2022



Društvo za marketing i poslovne usluge
PROMO GLOBAL Zagreb

Tax no.: 73460015721
Dun & Bradstreet d.o.o. / 15.12.2022



Društvo za marketing i poslovne usluge
PROMO GLOBAL Zagreb

Steuernummer: 73460015721
Dun & Bradstreet d.o.o. / 15.12.2022

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• SERVICES • SUSTAINABILITY • RESPONSIBILITY • COMMUNITY**



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Support for the GRAND EXPO Fair (so far) has been expressed by following institutions :			
 Predsjednik Republike Hrvatske	 Vlada Republike Hrvatske	 Ministarstvo gospodarstva i održivog razvoja RH	 Ministarstvo prostornog uređenja, graditeljstva i državne imovine RH
 Ministarstvo regionalnoga razvoja i fondova EU RH	 Ministarstvo znanosti i obrazovanja RH	 Ministarstvo turizma i sporta RH	 Ministarstvo poljoprivrede RH
 Središnji drž. ured za obnovu i stambeno zbrinjavanje RH	 Fond za obnovu grada Zagreba, Krapinsko-zagorske županije i Zagrebačke županije	 Grad Zagreb	 Zagrebačka županija
 Brodsko - posavska županija u Republici Hrvatskoj	 Hrvatska zajednica županija Hrvatska zajednica županija	 Hrvatska gospodarska komora (HGK)	 HRVATSKA OBRTNIČKA KOMORA CROATIAN CHAMBER OF TRADES AND CRAFTS Hrvatska obrtnička komora (HOK)
 Udruga Glas poduzetnika (UGP)	 Hrvatska komora arhitekata Hrvatska komora arhitekata (HKA)	 Hrvatska komora ovlaštenih inženjera geodezije Hrvatska komora ovlaštenih inženjera geodezije (HKOIG)	 EKONOMIJA ENERGIJA EKOLOGIJA EUROPA 2050 <small>Mreža mladih poduzetnika srednje i jugoistočne Europe 4E</small> Mreža mladih poduzetnika Srednje i Jugoistočne Europe 4E