

THE LARGEST
BUSINESS AND
TRADE FAIR
EVENT IN THE REGION

51st MOS

International Trade and Business Fair



MOS Dom
Construction and Home Renovation



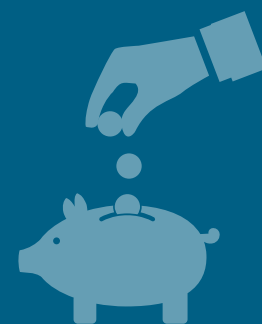
MOS Teh
Craft and Industry Equipment
and Materials



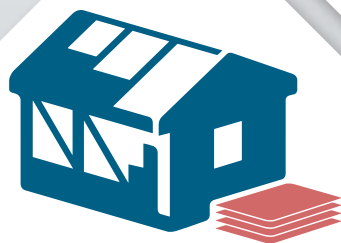
MOS Tur
Camping and Caravanning,
Tourism and Food



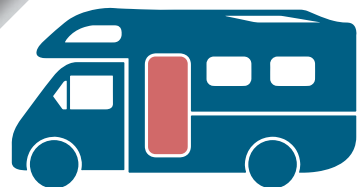
MOS Biz
Business Services and Business
Opportunities Abroad



MOS Plus
General Consumption Products



MOS Dom



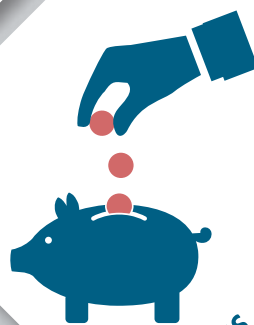
MOS Tur



MOS Teh



MOS Biz



MOS Plus

11th - 16th
2018 SEPTEMBER
Slovenia,
Celje
Showground



CELJSKI SEJEM

www.ce-sejem.si

Dear Business Partner,

In 2018 we will enjoy the 51st edition of the most prominent business and fair event in the region, the traditional MOS. From 11th to 16th September 2018 the largest and most modern showground in Slovenia will host top representatives of small and medium-sized enterprises, as well as the most eminent global brands. We firmly believe that you will join us, too.

Being the largest international fair in the region, MOS offers one of the best opportunities to penetrate new markets! Fairs abroad are also the least expensive way to "test" new markets. Only at a fair you can find out at once what foreign customers, agents and importers think about your products and services, what the competition in the country has to offer, what the prices are and the manners of distribution, whether the product or service will need to be adapted to the characteristics of the country etc. MOS, as an international fair, is not only an opportunity for entering the market of the host country, but also for acquiring information and establishing contacts with the neighbouring countries as well as countries from other regions.

Showcasing at the 51st MOS offers you the most inexpensive and the fastest way to explore a foreign market and to establish direct contacts with customers abroad. You can exhibit individually or through group performances, i.e. national presentations, which significantly lower the cost of your attendance. In the past, numerous countries have recognised MOS as a fair which significantly promotes their export, which is why they make traditional national presentations of their economies at our fair.

The most recent, anniversary 50th MOS in September 2017 has received positive feedback from exhibitors – many of which have reported numerous new orders during the fair – as well as visitors, who are becoming increasingly target-oriented. Also for this reason, further segmentation of MOS to five content areas has turned out to be successful, which is why we will give even more consideration to this in the future.

The 51st MOS presents MOS Dom, MOS Teh, MOS Tur, MOS Biz and MOS Plus! With the five MOS segments, Celje Fair caters to its target-oriented visitors and enables exhibitors to clearly position themselves within the abundant contents of the largest fair of its kind in the region.

Make sure to take advantage of the tradition and visibility of the MOS brand and reap the successes of the fair's new developments. We are looking forward to seeing you at our showground in September 2018!

Kindest regards,

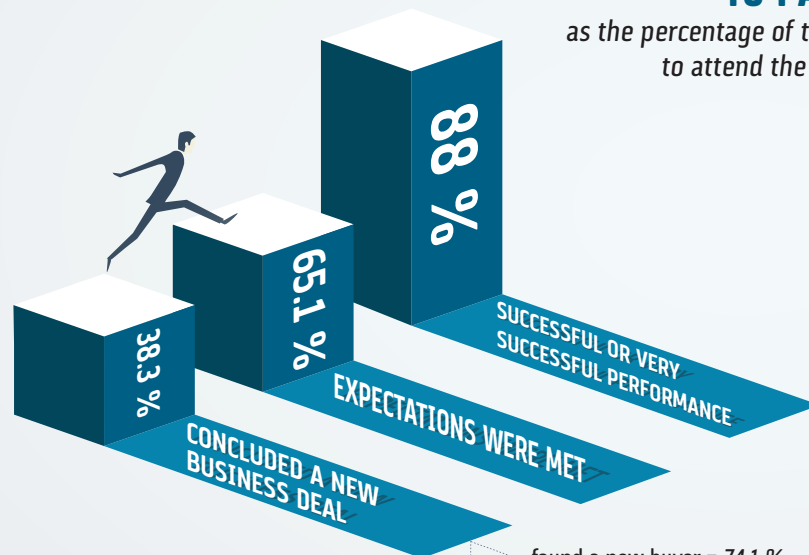
Robert Otorepec, M. Sc.
Executive Director

51st MOS presents MOS Dom, MOS Teh, MOS Tur, MOS Biz in MOS Plus

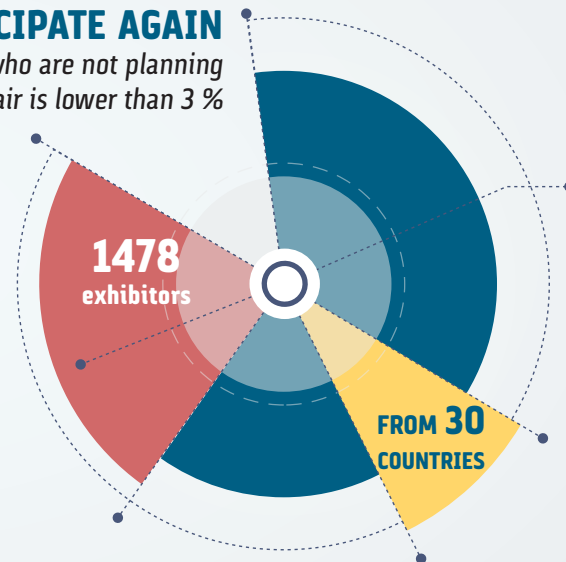
Exhibitors

- greatest advantages of MOS – great visit, promotion, direct contact with buyers, visibility

 **6 DAYS OF THE FAIR**



MANY ARE DETERMINED TO PARTICIPATE AGAIN
as the percentage of those who are not planning to attend the next fair is lower than 3%

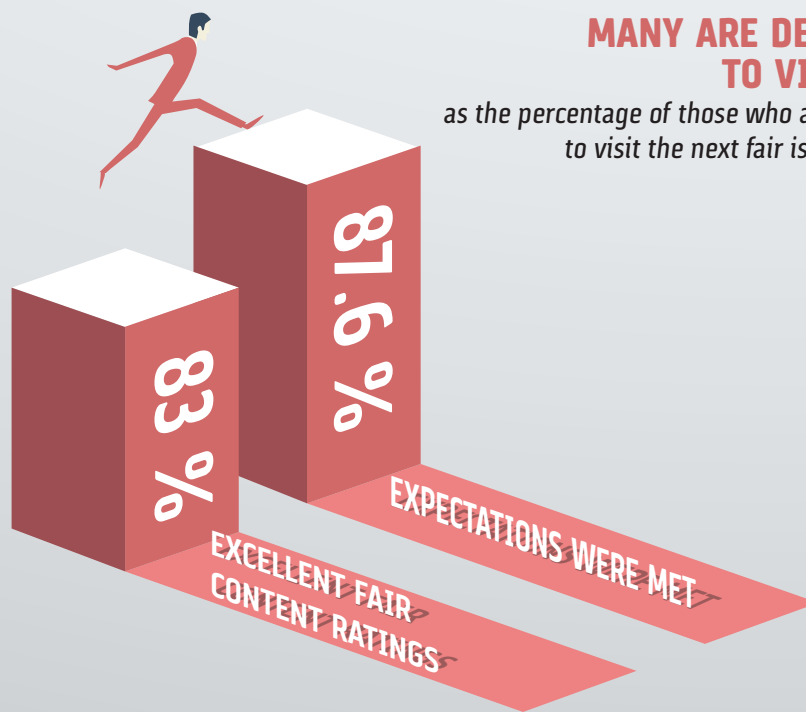


- found a new buyer = 74.1 %
- arranged a meeting with a new business partner = 43.1 %
- entered into a new contract = 22.4 %

Visitors

- main reason for attendance – to see the offer and novelties, find useful information, collect information before purchase

- main advantages of the fair – a lot of offer in one place, to see novelties, information



MANY ARE DETERMINED TO VISIT AGAIN
as the percentage of those who are not planning to visit the next fair is lower than 3%



WHY BE A PART OF MOS?

51st MOS

International Trade and Business Fair

MOS Biz – Business services and business opportunities abroad

MOS Biz is the largest business, conference and networking fair event in Slovenia. Each year it brings together businesspeople from the business and service branches and helps exhibitors with the acquisition of new customers, company growth, expansion of sales programmes, finding new suppliers and finding new solutions. It facilitates a priceless insight into the operations of other businesses and expansion to new markets. International fairs represent an excellent opportunity for establishing business contacts on foreign markets. For small and medium companies, participation in such fairs significantly increases the chances of export of products and services to new markets.

MOS Dom – Construction and Home Renovation

MOS Dom is the largest event in the field of construction and home renovation, as the fair comprises as many as seven exhibition halls, and a part of the outdoor area. Being the largest event in the field of construction, MOS Dom enables the presentation of novelties, acquisition of new customers, company growth, expansion of sales programmes, finding new suppliers and finding new solutions. Moreover, it provides a priceless insight into the operations of other businesses. MOS Dom addresses all the visitors who are planning to build or are already building or renovating their apartments, houses or business premises and who have not forgotten about the exterior, which is an important element of any space.

MOS Teh – Craft and Industry Equipment and Materials

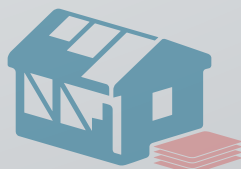
MOS Teh is a world of machines, robots, mechanisation, professional tools and vehicle maintenance. It is a world understood and lived by technologists, developers, maintenance engineers, programmers, craftspeople, technical experts, amateur mechanics and handymen. They are brought together by professionalism, accuracy, adaptability and ingenuity, which continuously encourage exhibitors to present the latest technological developments and know-how. Every September, all the technical professions come together at the most prominent trade fair event in the region.

MOS Tur – Camping and Caravanning, Tourism and Food

MOS Tur is an important event in the vast segment of tourism, which has experienced the fastest growth of all segments of MOS in the recent years. From the traditional programme of hospitality equipment, it expanded to the fields of gastronomy, the presentation of the most appealing tourist destinations in Slovenia and the wider region, and especially camping and caravanning. Side events, such as the outdoor park and various culinary experiences, give it exceptional added value. MOS Tur is complemented by the programme of green and active tourism and the offer of active leisure time equipment, as we want MOS Tur to become the most important tourism event in Slovenia.

MOS Plus – General Consumption Products

MOS Plus represents an excellent sales opportunity for quality and competitive products or services. In just six days, your exhibition space will be seen by over ten thousand potential buyers. Although in its 50 years of history, MOS has transformed from a mostly sales fair to a business fair, the possibility of bargain purchases is still one of the most important motives for visiting the fair. MOS Plus enables the acquisition of new customers, company growth, expansion of sales programmes and finding new suppliers.



51st MOS

International Trade and Business Fair

LOCATION COUNTS!

Celje Fair – a reliable partner with a geostrategic position and state-of-the-art information and communication technologies for efficient organization of trade fairs, successful performance and visit.



GOOD TO KNOW!

Take advantage of the early bird registration by 28th February 2018 to enjoy reduced rates for exhibition booths.

For each m2 of rented exhibition space, you get a free e-business coupon, i.e. e-ticket (EXAMPLE: 50 m2 = 50 free used e-business tickets).

E-business coupons used by foreign visitors will not be charged!

