



Market

SKOPJE FAIR is the only professional company which has been organizing fairs and other events in Macedonia and abroad as a basic activity for 62 years now. It is a marketing, business and information center, and for 11 years it has been in the ownership of the ERA Group from Slovenia and it regularly has a rich annual program which includes all the fields in the economy and industry. As a multi-business oriented company, Skopje Fair offers the companies additional values, connections and successful partnerships by cooperating and coordinating with local, regional and international organizations. In addition to the conventional offer in the organization of its fairs, Skopje Fair provides its clients with an added value through the organization of company presentations, media

promotion, and B2B meetings with potential partners.

Achievements

The story of Skopje Fair has lasted for more than 60 years, a period during which the fair has held many events, from various types from the field of economy, information and entertainment. During the long-lasting existence on the market, Skopje Fair became a member of several international associations in the fair industry: UFI – The Global Association of the Exhibition Industry which has 83 member countries, the Central European Fair Alliance – CEFA which has so far successfully operated in the region and EASE- Exhibition Association of Southeast Europe where ERA Group – Skopje Fair has an active role.

Every year about 3.000 companies from 30 different countries are represented on a surface of 70.000m² in front of around 450.000 visitors. The ERA Group – Skopje Fair organizes 12 international fairs. Annually, on this location there are more than 20 concerts held, and an average of 200 events of various types in the Congress Center, which is a type of open media where the domestic and foreign companies can connect their interests.

History

Skopje Fair was founded in 1950 when the first International Fair for general goods was held. Skopje Fair has since grown into a significant player in the regional and world markets.

After the first fair, the International Fair for General Goods, the development of the individual and specialized events in the frames of Skopje Fair began. Some of the more traditional fairs are the fair "Tehnoma" and the fair "Mebel", which were first held in 1974. In the meantime, the Fair for General Goods in the course of time took the title in the section of food and alimentary products, now better known as "Agrofood".

In 1995 Skopje Fair became a member of UFI. Since 2001 the company is property of the ERA Group from Slovenia.

During the 62 years of existence, and monitoring the development on the markets, Skopje Fair held numerous fairs: Modest, Mebel, the Book Fair and Librographics, Days of Education and Career, Infocom, Audio and Video Fair, the Balkan Tourism Exchange, Skopje Travel Market, Defense and Protection, Autoexpo, Medicine, Agrofood, Skomesa, Agroexpo, Tehnoma, Transport and Logistics Fair, Expo Bitola, Altravita, Build and Construct Fair, Fashion Week, Finexpo, the Wine Festival, National representations and promotions.

Product

The contemporary market conditions demand constant adaptation in search for better solutions. This focuses the ERA Group- Skopje Fair to develop new paths for trade, socially responsible projects and networks using the advantages of the new activities and investments on many markets which are excellent information for the business



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37th International Fair of Metallurgy, Electronics, Energy, Non-Metals and Civil Engineering
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МАКИНОВА - 31st International Exhibition of Innovations



Мајка?



networking. The connection of numerous segments from the business made the Group internationally oriented. For these goals the infrastructure was developed which includes many successful business projects in the country and abroad.

With the key priorities for establishing the regional integration and cooperation and reinforcing the connections through internationalization of its clients, exchange of experience, information and fruitful meetings, Skopje Fair offers a large program and dynamic environment. This provides an intensive cooperation and communication between the professionals from all sectors during the fairs, as well as during the conferences, forums, seminars, debates, educational events etc., which are excellent platforms for promotion and representing of the products and brands, new strategies and corporate activities. In addition to the offer for organization of fairs, Skopje Fair provides their clients with organization of company presentations, media promotion, business meetings

with potential business partners from the wide network of the ERA Group in Slovenia, Macedonia and the region.

At its disposal, the company has virtual offices for foreign and domestic entities, and it provides education, trainings, EU application for projects etc.

In the following period, the ERA Group is directed towards the development of the existing and the new project contents, development projects, all in order to grow into a large Multi-Business Center, where anyone can find their interest, from business to entertainment.

Recent Developments

Skopje Fair has always been attractive for many reasons: excellent location, infrastructural capacities, technical equipment, great flow of business entities etc. The ERA Group - Skopje Fair signed a strategic cooperation with renowned institutes, chambers and development companies from Slovenia for the development of competent centers, elaboration of projects, education and

technological solutions. The competent centers are of great benefit to our local self-governments, the farmers, the domestic companies which are interested in investing in the sectors of agriculture, energetics and ecology. The Metropolis Arena, as a component of Skopje Fair is already a famous location for organizing all sorts of events, and mostly concerts of highly renowned local and world famous music stars, from all genres of the modern and classical music and entertainment.

Promotion

The campaign "Where?... At the fair!" is a corporate campaign which was launched on the 60 year anniversary from the existence of Skopje Fair.

This campaign was launched in order to confirm the awareness for what Skopje Fair really represents as an institution to the public. For the needs of this campaign, the idea was used that if we use ourselves as an example, not taking the business shows into consideration, at least once a year, we go and visit a fair, a concert or promotion, right at Skopje Fair. All those fairs, concerts, conferences etc., are of course held at "Belasica" Street, bb in Skopje, i.e. at Skopje Fair.

The campaign was a great success and the public took it with a positive attitude and participated interactively in it, because when they were asked by telephone "Where are you?", when they were at the fair- they all answered simply with: Where? ... At the fair!

After this strong positioning of Skopje Fair in the event industry, the management was aware that it can expand and upgrade the portfolio with new fairs: Skopje Travel Market, the Wine Festival and Transport and Logistics, to enter new innovations in the work and become more available and more transparent for the entire public.

The mission of Skopje Fair is to continue to be upgraded as a brand which identifies and meets the needs of the business community and the visitors.

Brand Values

Skopje Fair is one of the more popular brands in the Republic of Macedonia, known for all the contents it offers. The value of a company is measured by the value of its brands. Skopje Fair in its portfolio has 25 developed and registered brands.

www.eragrupa.mk/mk/SkopjeFair

THINGS YOU DIDN'T KNOW ABOUT...

SKOPJE FAIR

- Skopje Fair has twice received the award at the International Fair Poster Competition in the organization of the Union of International Fairs (UFI) (Autoexpo 2002 and Tehnoma 2011).
- The first events held at the present location of Skopje Fair were the Chess Olympics and the World Championship in Freestyle Wrestling.
- A fair is a variation of a large exhibition and has been held since the mid 19th century.
- Since the beginning to-date, Skopje Fair has held more than 750 fairs.

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