

**Market**

SKOPJE FAIR is the only professional company which has been organizing fair manifestations and other events in Macedonia and abroad as a basic activity for 66 years now. It is a marketing, business and information center, and for 15 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, connection and successful partnerships by cooperating and coordinating with local, regional and international organizations. In addition to the conventional offer in the organization of manifestations, 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 seen 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 a few international associations in the fair industry: UFI - A global Union in the fair industry with 83 member countries, the Central European Fair Alliance - CEFA which has so far successfully operated in the region and EACE - the Eastern Association of the Event industry of 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 70.000m<sup>2</sup> in front of around 450.000 visitors. The ERA Group – Skopje Fair organizes 12 international fair manifestations. Annually, on that 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 consumption was held. Skopje Fair has since grown into a significant player in the regional and world markets.

After the first fair manifestation, the International Fair for Consumption, the development of the individual and specialized manifestations in the frames of Skopje Fair began. Some of the more traditional manifestations are the fair "Tehnoma" and the fair "Mebel", which were first held in 1974. In the meantime, the Fair for consumption in the course of time took the title in the section 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 66 years of existence, and monitoring the development on the markets, Skopje Fair held numerous manifestations: Modest, Mebel, the Book Fair and Librographics, Days of Education and Career, Infocom, Audio and Video Fair, the Balkan Tourist Stock Market, Skopje Travel Market, Defense and Protection, Autoexpo, Medicine, Agrofood, Skomesa, Agroexpo, Tehnoma, Transport and Logistics Fair, Expo Bitola, Altravita, Civil Engineering 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 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 fair manifestations, 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 manifestations, 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 in to 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,

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 comprising part of Skopje Fair is already a famous location for organizing all sorts of

manifestations, and mostly concerts of highly renowned local and world famous music stars, from all genres of the modern and classical music and entertainment.

### Promotion

After this strong positioning of Skopje Fair in the event industry, the management was aware that it can expand and reward the portfolio with new fair manifestations: 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 understands and comes in contact with 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 established and protected brands.

[www.eragrupa.mk](http://www.eragrupa.mk)

### THINGS YOU DIDN'T KNOW ABOUT...

#### SKOPJE FAIR

- Skopje Fair has twice received the award at an international competition for a poster in the organization of the Union of International Fairs (UFI) (Autoexpo 2002 and Tehnoma 2011).
- The first events held at the existing location of Skopje Fair were the Chess Olympics and the World Championship in Freestyle Wrestling.
- A fair is a variation of a large exhibit and has been held since the mid 19th century.
- Since the beginning to-date, Skopje Fair has held more than 800 fair manifestations.