

International conference

## Exhibition industry – disruptor or disruptee?

5 June 2019

Zagreb Fair - Congress Hall

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GLOBAL  
EXHIBITIONS  
DAY 5 JUNE 2019  
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On the occasion of marking the 110<sup>th</sup> anniversary of the Zagreb Fair and the  
*Global Exhibitions Day*

Zagreb Fair organizes the international conference

### EXHIBITION INDUSTRY – *DISRUPTOR OR DISRUPTEE?*

#### Conference goals:

- to reveal the impact of trade fairs and events in the new business reality of interconnected economies
- to exploit the potential of the exhibition industry as the export, investment and communication platform in the real and virtual arena
- to emphasize the multiplier effects and the significance of destination branding
- to share new knowledge and insights into the industry transformation in the era of digitalization

#### PROGRAMME:

9:30 – 10:00	<b>WELCOMING GUESTS AND MEDIA REPRESENTATIVES</b> (giving media statements)
10:00 – 10:15	<b>OFFICIAL OPENING AND WELCOME SPEECHES</b> <ul style="list-style-type: none"><li>• <b>Dina Tomšić</b>, Zagreb Fair Director;</li><li>• <b>Milan Bandić</b>, Mayor of the City of Zagreb;</li><li>• <b>Darko Horvat</b>, Minister of Economy, Entrepreneurship and Crafts <b>tbc</b></li></ul>
10:15 – 10:35	<b>KEYNOTE SPEAKER - The evolution of the exhibition industry</b> <ul style="list-style-type: none"><li>• <b>Nick Dugdale-Moore</b>, Business Development Manager, UFI</li></ul>

**10:35 – 11:20**

**PANEL 1 – EXHIBITION INDUSTRY AS THE EXPORT, INVESTMENT AND COMMUNICATION PLATFORM OF THE CROATIAN ECONOMY**

The significant role of trade fairs in modern economies, as meeting points of supply and demand, places where relationships, cooperation and partnerships are created. The phenomenon of trade fairs as genuine venues offering direct contact and business dialogue as well as a great opportunity for the promotion of products, ideas and trends at the global market.

**11:20 – 11:35**

**COFFEE BREAK**

**11:35 – 12:20**

**PANEL 2 – EXHIBITION INDUSTRY – DISRUPTOR OR DISRUPTEE?**

Technological innovations have brought disruption to all industries over the past decade. What is the impact of corporate turnaround on trade fairs, has the exhibition industry taken full advantage of the opportunities or has it lost its relevance – these are just some of the issues to be discussed on this panel dedicated to the digital transformation of the exhibition industry.

**12:20 – 13:05**

**PANEL 3 – TRADE FAIRS AS A SUSTAINABLE TOURIST PRODUCT AND BRAND AMBASSADORS**

Within the context of destination branding the organization of specialized fairs and special events, such as automobile, boat, fashion and beauty industry fairs, occupies a special place. The panel will highlight opportunities, challenges and benefits of the exhibition industry for a destination and its development.

**13:05 – 13:15**

**FINAL RECOMMENDATIONS**

**13:15**

**LUNCH AND CONCLUSION OF THE CONFERENCE**