



# CELJE INTERNATIONAL BUSINESS FORUM

**Main topic:**

## **INNOVATIVE BUSINESS MODELS AND SUSTAINABLE DEVELOPMENT**

**Celje, 13<sup>th</sup> and 14<sup>th</sup> September 2018**

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**Special Guest:**

**dr. FEDERICO FIORETTO**

**LL.M. MS in Communication, specialized at Harvard University in Sustainability Systems Management. 30+ years of experience as entrepreneur, executive, advisor and coach. He is also a quite renown international keynote speaker on the issues of Visionary Leadership, Strategic Sustainability, Communication and Conflict Transformation.**

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A unique business event with distinguished guests and speakers. Globally successful entrepreneurs will share their own business models and concepts for accessing new customers, enhancing brand image and increasing sales and distribution efficiency.

*The Business Forum will be held during the 51<sup>th</sup> International Trade and Business Fair in Celje, offering a perfect opportunity for visiting the major trade fair in this region.*

## PROGRAMME

### THURSDAY, 13<sup>th</sup> SEPTEMBER 2018

Location: Celjski dom, Celje

- 18:30 **WELCOMING OF THE GUESTS AND SHORT CULTURAL PROGRAM**
- 19:00 **ROUND TABLE: INNOVATIVE BUSINESS MODELS TO GET NEW CUSTOMERS**  
Guests: **Cees Nieboer** (ETF Mining Company), **Andrej Orožen** (Dewesoft), **Sanja Zepan** (Homey)
- 19:40 **CIRCULAR ECONOMY**  
Guest: **Ladeja Godina Košir**
- 20:00 **SUSTAINABLE DEVELOPMENT AND BUSINESS MODELS OF THE FUTURE**  
Guest: **dr. Federico Fioretto**  
Moderator: **Jurij Giacomelli** (President of the Italian - Slovenian Business Forum)

### FRIDAY, 14<sup>th</sup> SEPTEMBER 2018

Location: Celje Fair, Celje

- 09:00 **GREETING RECEPTION AT CELJE FAIR**
- 09:30 **SPECIAL GUEST TO THE TOPIC: SUCCESSFUL INTERNATIONALISATION STRATEGY**
- 10:00 **BUSINESS LEADERS OF TODAY - how to select and how to develop?**  
**Cees Nieboer**, CEO of HeRoes Group and President of Learning Paths Europe
- 10:20 **PREPARATION AND ENTRY INTO FOREIGN MARKETS - a brief description and practical examples for the UK and France markets**  
**Andrew Hunt Vodopivec**, an international business consultant and entrepreneur
- 10:40 **DIGITAL MARKETING TO OBTAINING NEW CUSTOMERS - an example of digital marketing for the Chinese market**  
**Lenka Tušar**, Director and owner of Yunexo Digital Marketing
- 11:00 **PRESENTATION OF SUPPORTING PRODUCTS FOR INTERNATIONALIZATION - financing and insurance - SID Banka**
- 11:20 **BRUNCH AND TIME OFF FOR NETWORKING AND SOCIALIZING**
- 11:50 **B2B MEETINGS**  
Organized business meetings between entrepreneurs for the following markets: Croatia, Poland, Great Britain and France, Turkey, Germany and Italy.
- 13:00 **JOINT TOUR OF THE FAIR**
- 14:00 **CONCLUSION OF THE FORUM AND CLOSING CEREMONY**

**WORKING LANGUAGE:** English

**NO PARTICIPATION FEE**

**MORE INFORMATION:** [www.celje-international.com/business-forum-2018](http://www.celje-international.com/business-forum-2018)

**REGISTRATION:** For organisational purposes, kindly confirm your attendance by **5<sup>th</sup> September 2018**, by mail to [razvojna.agencija@rasr.si](mailto:razvojna.agencija@rasr.si) or phone at **+386 3 5894082** or by **filling out our web form**.

**Primož Kristan**  
Head of the Organizing Committee

**Miloš Rovšnik**  
Mayor's Commissioner for Economy