

2IBF
2nd International
Business Forum
Skopje 2013



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2nd INTERNATIONAL BUSINESS FORUM
BALKAN – Alternative way from Israel to Europe
17th April 2013 , Metropolis Arena, Skopje Fair
Skopje, Macedonia

EVENT ANNOUNCEMENT

“...Like never before, the global economy will have to rapidly adapt to the planetary changes and get rid of the most of the players ... The MONEY as a resource is not just getting scarce, but obviously least important. The new Global Elite is already consisted of those who have intelligently managed to get their hands on the TRULY valuable commodities ...

Resources, Hi Tech Patents and Disruptive Technologies. Simply, we will all have to work for the new owners of “WHAT REALLY WORKS!!!” instead of insisting on remaining THE BIG BOSS of many versions of the same thing in different packages, fighting for the piece of the shattered market, while unnoticeably drowning into our own OLD REALITY...

So YOU TELL ME ... Would you like to be the part of the NEW ELITE, or just Disappear??? ... “

- Excerpt from “WISE BUSINESS MAGAZINE – “Global Economy in 2013” ...”

Dear friends,

It is our pleasure to announce that on **APRIL 17th 2013**, in the **Metropolis Arena in Skopje**, We, the Macedonian Israeli Business Club, the embassy of Israel in Croatia and Macedonia and H.E. Ambassador Yossi Amrani, together with our partners, will be honored to receive you as our guests to the **“2nd International Business Forum”**.

After the great success that surpassed even the most optimistic expectations during the first Forum held in 2011th, we have worked hard to create even bigger value for this year's event.

We talked, we listened, and we asked many of you what you would really need to have us help you with... We concluded that the most precious thing we can offer you at these hard times, it is not just the information or even knowledge about business, but find that one precious piece of wisdom that will influence your definite success in the following few years of uncertainty ...

Fortunately for all of us, The Macedonian Israeli Business Club nourishes and maintains the closest and most sincere relations with many of the insiders, and not rarely creators of the global economy trends.

Also, one of the regional success stories will be presented as a blueprint to all companies from both Israel and Macedonia / Balkans, on the exact steps that companies should take in order to establish a win/win based partnership guaranteeing mutual and long lasting success.

This year's event will also be a great chance for opportunity seekers to meet other companies and discuss possible deals in the **Business To Business session**. The WEB site is in the final days before the launch, so the B2B section will provide you with the list of all other companies interested in having meetings across different industries, product and service categories ... We strongly recommend that if you are considering taking another step in your business development, to make sure you are at one of the B2B designated tables on 17th of April, in Skopje's Metropolis Arena HALL.

As for the other participants, there will be **valuable information** provided regarding some of the most important prerequisites that are needed for Balkan's companies, in order to sell to both Israel but also to every country in the world that respects the Kosher Standards of quality. We are still negotiating few more Content Providers to present at this year's event, so as soon as we come to an agreement, you will be informed about their speaking topics.

Since We, the Macedonian Israeli Business Club are a highly customer service oriented team, we are constantly open to additional suggestions and requests for more assistance we can provide you with. Therefore, if you are interested for any more details and opportunities during the Forum or otherwise, please feel free to contact us and share your ideas, suggestions and requests...
our email address is: event@ibforum.mk

In attachment please find presentation for the 2nd IBF 2013 with all necessary information for participating, partnering and sponsoring it.

Looking forward having you on 17th of April 2013 in Skopje.

Sincerely your,

