

Participating, sponsoring & partnering



2nd INTERNATIONAL BUSINESS FORUM

BALKAN – Alternative way from Israel to Europe

*17th April 2013 , Metropolis Arena, Skopje Fair
Skopje, Macedonia*

BUILDING ON TOP OF THE LAST SUCCESS


Dear Friends,

We are proud to announce that after the last success, when the 1st International Business Forum was held in Skopje, we were encouraged by literally everyone who took part in it, to organize it again and to make an annual event out of it. Furthermore, the ones that didn't make the last event in 2011 got very disappointed and in fact requested that we repeat a happening with at least the same quality of guests, information and activities ...

Some might ask, what do we owe this popularity to in the first place ?

As our opening speaker the Deputy Prime Minister, Mr. Vladimir Peshevski described the last year's event as a “an unexpected and positive surprise”, we the Macedonian Israeli Business Club, have decided that this second annual event will be even better and more successful than the last one.

SO, WHO ARE WE EXACTLY ?



The Macedonian Israeli Business club has been working very hard for the past decade in one form or another, to connect all the interested parties in cooperation across different industries. The know-how, the technologies and the experience that Israel possesses, is the exact treasure that both Macedonia and the rest of the Balkan countries need.

Furthermore, we are always ready to invest our time and support into new developments, if the companies from both Israel and the Balkans decide to establish roots in the region.

WHERE ARE WE FROM ?

The Macedonian Israeli Business club has been founded as a logical continuation of great and close relations between Israel and Macedonia. However, it has been one of our most important priorities, to share our vision and assist similar activities with our dear partners from other countries in the region. Thus, today our partners come from Macedonia and all Balkan region, Israel and all countries where Israel have strong Bi-National Chambers of commerce.

We strongly believe that regional cooperation and uniting our countries' capacities, are the best formula to enable an overall progress based on intelligent planning and strategy.

At the same time, this approach can make all of us become much more attractive to serious investors from Israel. This is already confirmed by many successful Israeli companies that are present in our economy and are showing the way how to succeed in tough times.

1ST IBF 2011 SUCCESSES

The 2011 Forum brought some great experiences to everyone that took part in it. Over 450 Visitors, from more than 150 companies representing 5 countries. Speakers from the highest level of the government, Diplomatic representatives, as well renowned and successful business people presenting great experience and know how.




2ND IBF 2013



The International Business Forum, IBF 2013 theme this year is **BALKAN - ALTERNATIVE WAY FROM ISRAEL TO EUROPE**. The forum is designed in one place to gather companies from Macedonia and all Balkan region, Israel and all countries where Israel have strong Bi-National Chambers of commerce and also representatives of institutions and associations which are a key factor for the establishment of such cooperation. Initiation of businesses or their expansion will be considered a success story. Participation on the 2nd International Business Forum offers you the following possibilities:

- High level of speeches and discussions
- Presentation of valuable information of most important prerequisites in order to sell in Israel or to cooperate with Israeli companies
- Presentation of regional success stories (exact steps for win-win based partnership)
- All sectors Israeli Know-how presentation and guidelines for implementation
- Open networking
- Pre-scheduled B2B meetings with full support from the organizing team
- On-spot B2B appointments with full support from the organizing team

SECTORS

- **ICT AND HIGH TECH**
 - **RENEWABLE ENERGY SOURCES, ENERGY EFFICIENCY AND WATER MANAGEMENT**
 - **AGRICULTURE AND FOOD PROCESSING**
 - **MEDICINE AND PHARMACY**
 - **OTHER**
- 
- The background features a map of Macedonia with several yellow starburst highlights. Three yellow curved arrows originate from these highlights and point towards a small map of Israel in the bottom right corner. The list items are color-coded: 'ICT AND HIGH TECH' is blue, 'RENEWABLE ENERGY SOURCES, ENERGY EFFICIENCY AND WATER MANAGEMENT' is yellow, 'AGRICULTURE AND FOOD PROCESSING' is green, 'MEDICINE AND PHARMACY' is red, and 'OTHER' is blue.

COUNTRIES



OPPORTUNITIES AND FEES

Participating the 2nd IBF offers you:

OPPORTUNITIES	Participant
Event materials	✓
Good morning coffee	✓
Opening speech	✓
High level speeches and discussions	✓
Coffee break	✓
All sectors Israeli Know How presentation	✓
Pre-scheduled B2B meetings with full support from the organizing team	✓
On-spot B2B appointments with full support of the organizing team	✓
Open networking	✓
Lunch	✓

	Number of representatives	Non member of MIBC	Members of MIBC
PARTICIPATION FEE	One representative per company	30 €	25 €
	More representatives per company (additional)	20 €	15 €

PARTNERING OFFERS YOU *(for associations and chambers):*

- **Access to unique databases of different sectors from Balkan, Israel and Europe**
- **Opportunity to network with all participants, speakers and VIP guests**
- **Regional and global exposure**
- **Visibility of Your logo on the marketing and communications package**
- **Visibility of Your logo on the event website**
- **Opportunity for a panel presentation (limited places)**
- **Four tickets for the event**

BECOME A SPONSOR

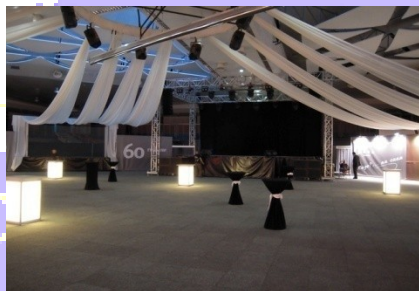


<u>Sponsor Benefits</u>	Thematic sponsor	Silver sponsor	Gold sponsor	Platinum sponsor
LOGO placement in all printed materials (master banners, folders, begs, notebooks, Web communication, official e-mail messages)	√	√	√	√
Logo on website of MIBK and event website	√	√	with link	with link
Mentioning in the opening speech	√	√	√	√ √
Free membership for next year for non members of Macedonian Israel Business Club	√	√	√	√
Stand for promotion on the event			√	√
Company logo on the media wall		√	√	√
Additional support in scheduling high-profile B2B meetings on the event		√	√	√
Individual meetings with high-profile companies outside of the official agenda			√	√
Company banners on the event		Presentation area	Coffee area	B2B area
Advertising in the event presentation		1/4 page	1/2 page	Full page
Company promotion materials in the event folder	√	√	√	√
Opportunity of placement your promotional materials on B2B tables				√
Full page printed promotion on event folders, begs, notebooks		Notebooks	Folders	Bags
Free event tickets	2	5	10	20
Highlighted promotion in all categories				√
	SPONSORSHEP FEE	2.000 €	5.000 €	10.000 €

VENUE: METROPOLIS ARENA, SKOPJE FAIR

(our long term event partner and sponsor)

METROPOLIS ARENA, with surface of 4,300 m² and extraordinary acoustics of the multi-use space offers enormous possibilities to organize: trade shows, big corporate parties, international congresses, conventions, business meetings, entertaining, music, sports and other events.



THANK YOU FOR YOUR ATTENTION

To register your participation visit:

www.ibforum.mk

Contact the organizing team:

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To become a partner or sponsor please contact us at:

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