



**CELJE INTERNATIONAL
BUSINESS FORUM**

Celje, 12. & 13th September

MAIN TOPIC:

INNOVATIVE SALES & MARKETING AND DISTRIBUTION CHANNELS

PROGRAMME:

Tuesday, 12th September 2017

17:30 WELCOMING THE GUESTS

by major of the City Municipality of Celje

19:00 FORUM EVENING RECEPTION AND BUSINESS MEETING

(accompanied by presentation of successful international business stories in the region and banquet).

FUTURE MOBILITY

Ivo Boscarol (Pipistrel), Niko Klanšek (Fly Kly), Mate Rimac (Rimac Automobili);

Wednesday, 13th September 2017

09:30 GREETING RECEPTION AT CELJE FAIR

10:00 MAIN TOPIC: INNOVATIVE SALES & MARKETING AND DISTRIBUTION CHANNELS

Adress by Ricardo Illy (Illy Café) and the Minister for the economy of the Republic of Slovenia

10:45 PANELS:

10:50 MARKETING

Inbound marketing (Roger Meili)

11.25 SALES

Innovative sales channels in the international environment

12.00 DISTRIBUTION

Supply chain challenges (Miroslav Tukarić)

12:30 LUNCH AND TIME OFF FOR NETWORKING AND SOCIALIZING

13:30 B2B SESSION

14:30 JOINT TOUR OF THE FAIR

16:00 CLOSING CEREMONY

17:00 SIGHTSEEING AROUND THE CITY OF CELJE (optional)

WORKING LANGUAGE: English

Primož Kristan

Head of the Organizing Committee

Miloš Rovšnik

Mayors Commissioner for Economy