

## **Connecting Businesses - Euroforum: communication 2007, November 8, 2007 in Vienna**

*Sub.: Overwhelming interest in Croatian, Bosnian-Herzegovinian and Serbian Markets*

Vienna. Euroforum: communication, a high-profile meeting of the communications industry, organized on behalf of the Vienna Professional Association Advertising & Market Communications Industry will take place in Vienna on November 8, 2007. The main focus of the Euroforum: communication lies on the realization of mutual chances across all borders. This year the enhanced emphasis is being laid on the dynamic markets of South Eastern Europe, namely Croatia, Serbia and Bosnia-Herzegovina.

### **Communication Crossing Borders**

This event provides Austrian companies within the communications industry with the opportunity to gather more specific information about the markets in Croatia, Serbia and Bosnia-Herzegovina. Medium and smaller agencies often lack necessary time and resources to invest in finding and selecting the right contacts. The diversity of the participants inspires intercultural experience exchange and opens up possibilities for building, intensifying, expanding networks and business opportunities.

Already a month ahead the event is almost fully booked, which demonstrates the necessity of such an event. The fact that several SEE embassies have already agreed to send delegates, with Bosnia's ambassador, Her Excellence Mag. Daria Krsticevic, being the first to confirm her participation, additionally affirms the need for such an initiative.

### **Connecting Businesses**

In the morning session the Professional Association Advertising and Marketing Communications Industry Austria and the Foreign Trade Austria, represented by their commercial delegates, will present the region by means of country-specific lectures and factual reports. Also each participating company will have the opportunity to present their work. Additionally there will be sufficient time for one-to-one meetings and getting to know each other.

This part of the event is planned as a smaller, more direct business circle in order to give the participants the chance to actively build business connections and to present specific business intentions to potential business partners.

In this sense this initiative, by means of knowledge- and experience-sharing, ought to contribute to gaining new insights, accepting cultural and lingual challenges, unfolding synergies and supporting export as well as expansion.

### **Connecting Communications**

The afternoon is reserved for presentations and workshops of excellent, selected speakers, who due to their longtime horizon of experience within these regions take the opportunity to contribute a plethora of ideas and viewpoints and to answer questions related to local knowledge and intercultural business.

Dubravka Jusic, Head of Corporate Communications of mobilkom austria group, will talk about successful Corporate Communications in the region and MMag. Muhamed Mesic, Senior Consultant of Brainswork Group, will show the new creative identity of South Eastern Europe, just to name a couple of brilliant speakers.

This session will end with a roundtable discussion on „Businesses Crossing Borders – The Importance of Networks” featuring experts from divers fields.

### **Connecting Businesses & Communications**

In the evening KR Konrad Maric, initiator and president of the Euroforum: communication 2007, will introduce the event’s keynote speaker – Mirko Ilic.

Mirko Ilic is a world famous, internationally acclaimed designer, founder of the Mirko Ilic Corporation (1995) and lecturer at the School of Visual Arts in New York. Born in Bosnia, he again and again attracted attention through his provocative, sometimes even political works. He is former art director of the international edition of the TIME magazine and has published several books on design.

His keynote will elaborate his thesis from “The Design of Dissent” and will deal with the social responsibility of graphic designers.

To ensure your participation, to be present in the especially for the event produced brochure and for more information have a look at [www.euroforum2007.at](http://www.euroforum2007.at).

### **Organized by the Brainswork group**

The event is being organized by the Brainswork group, a sustainable business development consultancy servicing clients on 4 continents and focusing on crossing the borders of conventional business and connecting divergent visions and interests. Chief Networking Officer Selma Prodanovic is an expert in strategic marketing and networking with 15 years of professional experience in New Business Development in Central and Eastern Europe.

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