

Best creative heads of Bulgaria, Moldova and Romania at Euroforum: communication in Vienna

Vienna. The Professional Association of the Advertising and Market Communication Industry Vienna cordially invites you to the sixth Euroforum: communication event – the single most important international meeting of the advertising and communications industry in Austria, guaranteeing an interesting mix of “connecting businesses and communications”.

Focus Countries: Bulgaria, Moldova and Romania

The main focus of Euroforum: communication is the cross-border exchange of experiences in the communications industry Europe-wide, concentrating this year on Bulgaria, Moldova and Romania.

According to a current report by the Austrian Foreign Trade Chamber, more than 200 Austrian agencies and businesses in the creative economy are interested in the establishment of new or the expansion of existing business links to these countries. Valuable ideas and visions can be easily transmitted in personal contact, helping eliminate misunderstandings and prejudice.

“As a business location, Vienna has established itself as a bridge between old and new Europe, as a hub for the East. The new EU member states, Romania and Bulgaria, as well as the as yet unknown Moldova, offer much space for creativity and innovation for the New Economy”, states **Karl Javurek**, the Chairman of the Professional Association.

Highlights of the Day

Apart from high-level podium discussions on development, advertising and business in Bulgaria, Moldova and Romania, select, experienced representatives and leading visionaries in the advertising industry of the region will give short presentations on how to be successful in these communication markets. Senior representatives of the biggest and most significant agencies and advertising networks on site will show both the advantages and the challenges in their daily work.

The Réception diplomatique mirrors the importance of this event for the focus region, to be held in presence of H.E. Victor Postolachi, the Ambassador of the Republic of Moldova, Counselor Adriana Loreta Stanescu of the Romanian Embassy and Counselor Valerie Tzekov Tzekov, Chief of the Economic Section of the Bulgarian Embassy.

Another highlight is the keynote speech by Ioan Holender, who is the most successful and longest serving director of the Vienna State Opera. Born in Timișoara, Romania, and resident in Vienna since 1959, he is the perfect example of a successful connection between the two countries. His outstanding contribution to the promotion and conservation of cultural diversity has seen him receive numerous distinguished awards.

A part of the morning will be organized jointly by the Professional Association and the Austrian Foreign Trade Chamber. Special industry reports, covering the communications industry in Bulgaria, Romania and Moldova, will be presented on this occasion for the first time. The program will be additionally enriched by submissions for the Effie Awards Romania 2008, the MediaMixx Festival as well as the AdPrint Festival Romania 2008.

A final highlight is the Austria-premiere of the winning spots from *Golden Drum 2008*, followed by a chill-out lounge – with the sights, sounds and senses of the region – hosted by the Professional Association of the Advertising and Market Communication Industry Vienna.

Special Services for All Participants

The creation of a basis for mutual business development was an original idea by the initiator of Euroforum: communication, **Konrad Maric**.

To make first contact easier, the Brainswork organization team, managed by **Selma Prodanovic** – in cooperation with the Professional Association of the Advertising and Market Communication Industry Vienna – offers all registered participants the possibility to present themselves to potential partners in a booklet produced specially for the event.

More information is available at www.euroforum-communication.at!