



**“BELGRADE FAIR”, Beograd**



# General Information

Full legal name	SOCIALLY OWNED UNLIMITED LIABILITY COMPANY "BELGRADE FAIR"
Address	No. 14 Bulevar Vojvode Misica Street
Identification Number	07037457
Core activity	Organizing meetings and fairs
Foundation Year	1958
Number of Employees	204

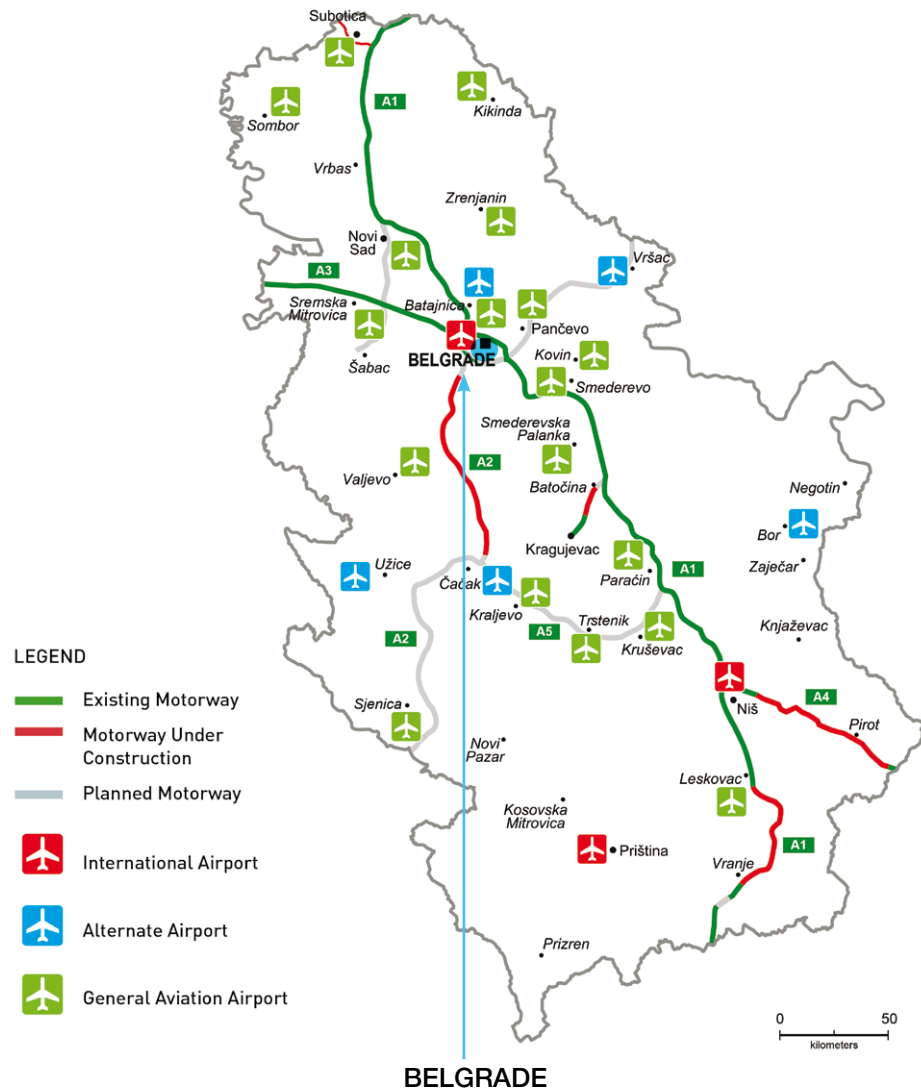


## Capital structure (in%)

Socially-owned	100.00
----------------	--------

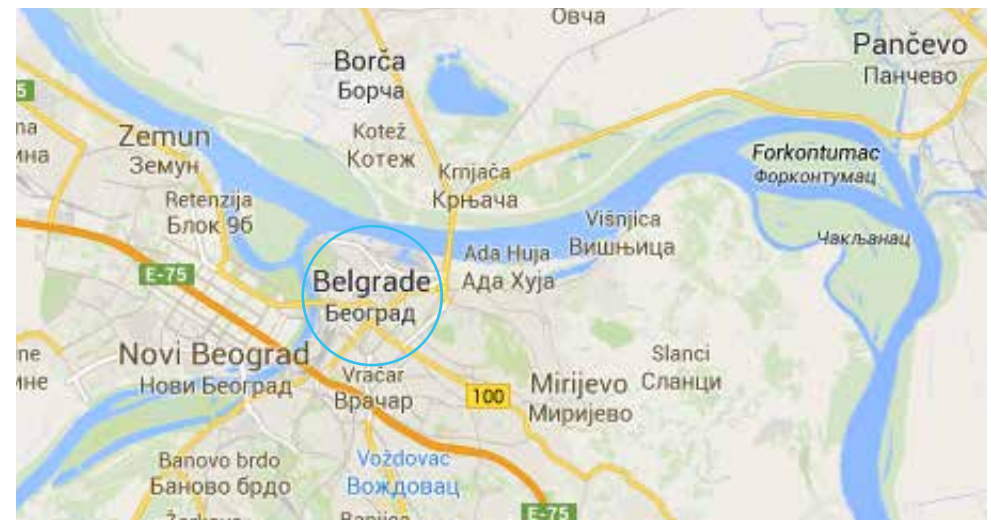


# General Information



## Distance form the Company to:

Belgrade	0 km
Regional Center	0 km
Main road	0 km
Port	5.5 km
Railway	2 km





# Location



**BEOGRAD**

Pan-European Transport Corridors

Geographical location of BELGRADE FAIR, Belgrade is of strategic importance in the market area of southeaste Europe and provides oportunity for intensive bussines cooperation.





# Long tradition and expertise



Belgrade Fair with 50 year long tradition is the biggest fair center in Serbia and one of the leaders in the fairs industry in the region. By acquisition of 70% of total equity of the Company, the future Buyer invests in:

- Extremely attractive macro and micro location. Belgrade is the regional MICE center and European well positioned city break and touring destination. Belgrade Fair complex is located in the central urban city area that is well connected with the other parts of the city.
- Excellent resources and infrastructure. On the surface of over 220.000 m<sup>2</sup>, with more than 65.000 m<sup>2</sup> of covered exhibition area, Belgrade fair annually organizes about 30 fair event where more than 5.000 local and international exhibitors participate and that are visited by more than 700.000 visitors. Bearing in mind other events, about 1.500.000 people visit Belgrade Fair during the year.
- Workaround, long standing and high profit business with great future in a sense of further development and profit increase. The level of liabilities is very low. In the past three years, the Company had no any loans outstanding.

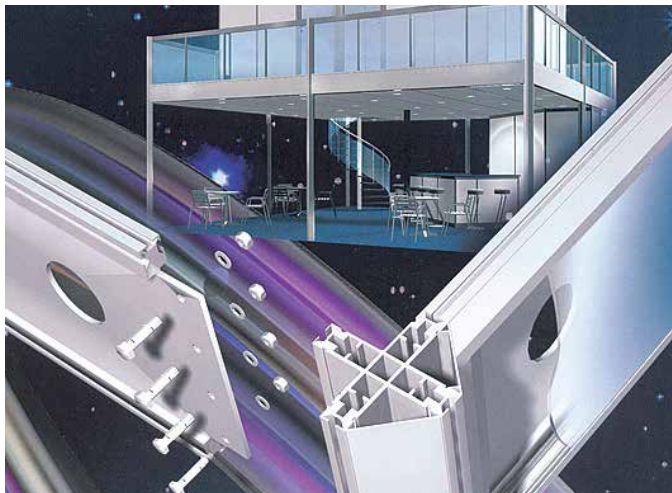




- **TECHNICAL SERVICES**
- **ADVERTISING SERVICES**
- **DIRECT MARKETING SERVICES**
- **CONFERENCE HALLS RENT**
- **BUSINESS SPACE RENT**
- **BAZAAR SPACE RENT**
- **STAND CONSTRUCTION**
- **PROJECT VALIDATION**
- **EQUIPMENT RENTAL**
- **CREATION AND BROADCASTING OF RADIO COMMERCIALS AT THE LOCAL BROADCAST STATION**



# Services





# Certificates



## **Quality assurance certificate ISO 9001**

Company does not own quality assurance certificate ISO 9001.

## **Ecology**

According to applicable regulations, the requirements for environment protection are fulfilled.



# Membership



**BELGRADE FAIR IS A MEMBER OF THE FOLLOWING ORGANISATIONS:**

**UFI - The Global Association of the Exhibition Industry**

**CEFA - Central European Fair Alliance**

**EASE - Exhibition Association of South-East Europe**

**WTCA - World Trade Centers Association**

**OICA - Organisation Internationale des Constructeurs d'Automobiles**





# Production and Capacity

Product/service	Unit	Quantity			Value in EUR		
		2011	2012	2012	2011	2012	2013
Showroom	m2	300,112	257,516	249,667	7,750,679	6,471,553	7,396,681
Tickets for fair visitors, tickets for events	pieces	464,726	331,116	467,714	1,142,412	741,816	1,031,864





# Realization

## Movement in sale volume

Product/service	Unit	Quantity sold			Value in EUR		
		2011	2012	2013	2011	2012	2013
Construction Fair	m2	27,698	22,359	17,189	1,763,593	1,482,400	1,147,083
Technical fair	m2	13,504	8,845	8,403	1,105,055	699,966	610,421
Fair Car	m2	22,845	9,200	19,132	937,110	309,335	739,362
Furniture Fair	m2	18,009	14,190	13,694	1,098,892	798,236	760,672
Fair of Tourism	m2	13,327	13,511	13,084	795,645	769,568	787,625
Market place	m2	33,499	25,771	20,779	442,513	309,853	241,674
Rent	m2	106,782	104,382	88,412	927,582	277,932	116,484
Tickets	pieces	464,726	331,116	467,714	1,142,412	741,816	1,031,864
<b>TOTAL :</b>					<b>8,212,802</b>	<b>5,389,106</b>	<b>5,435,185</b>

## Sales structure

Sales structure in %	2011	2012	2013
Domestic market	86.27	81.05	86.19
Foreign market	13.73	18.95	13.81
<b>TOTAL :</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

## Distribution channels

Distribution channels	% of share
Direct sale	100.00
Wholesale	0.00
Retail	0.00
Intermediaries	0.00





# Organization

## EMPLOYEES



### Number of employees

Working	204
Paid leave	0
Unpaid leave	0
Other (sick leave, vacation, etc.)	0
<b>TOTAL NUMBER OF EMPLOYEES</b>	<b>204</b>

### Age structure of employees

Age	-25	25-35	35-40	40-45	45-50	50-55	55+
Number	1	24	38	38	32	33	43

### Average salaries in EUR

(gross and net) in 2011, 2012 and 2013

Year	Gross	Net
2011	1,137	807
2012	954	677
2013	911	648





# Assets Overview



	Value in EUR		
	31/12/2011	31/12/2012	31/12/2013
CURRENT ASSETS	5,331,070	5,197,325	5,352,606
NON-CURRENT ASSETS	15,268,150	13,138,149	44,008,301
OPERATING REVENUE	10,885,150	8,138,967	8,517,159
OPERATING COST	10,653,693	8,632,104	8,885,076
NET PROFIT/LOSS	119,382	(146,274)	(506,864)



A) Information contain in this document is based on the data recieved from the company, and as such has not been verified by the Privatization Agency. Accordingly, the Privatization Agency shall have no liability with respect to the accuracy and validity of the information contained here in.

B) Pursuant to the law, enterprises from the Republic of Serbia were obliged as of 2004 to prepare Financial Statements in accordance with the International Standards of Financial Reports (ISFR).



# SWOT Analysys

## STRENGTHS:

Hihg quality and diversity of trade fair services, experienced and skilled staff,  
Central position in the region of South East Europe,  
Large market share in the region,  
Many years of excellent reputation,  
Membership in international fair trade organizations

S

W

## WEAKNESS:

Relative obsolescence of construction structures and equipment

## OPPORTUNITIES:

Expansion of company's service assortment,  
Further development and investment in structures,  
Strengthening the economic structure of the city, state and region

O

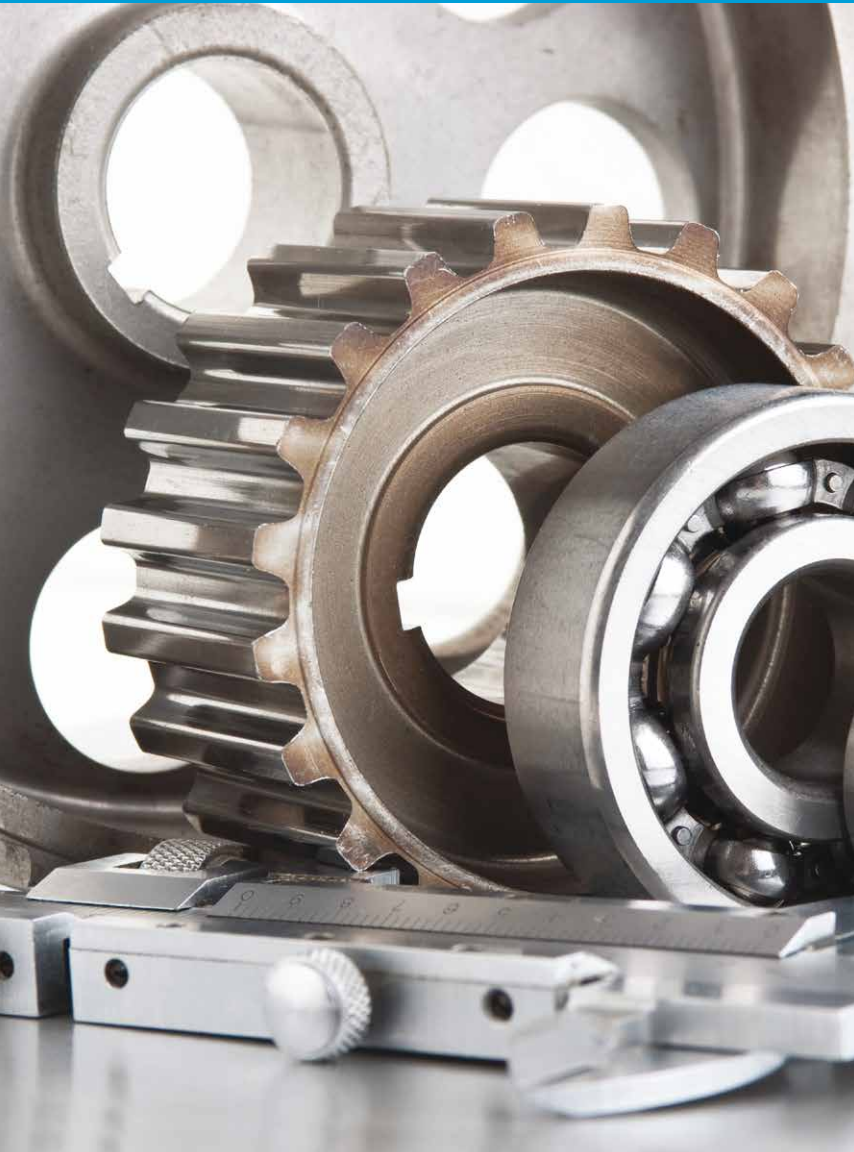
t

## THREATS:

Strengthening competition in the region of South East Europe



# Advantages of Investing in Serbia



Favorable geographic position, owing to which any shipment can reach any location in Europe within 24 hours

Highly educated and cheap labor force

Restructured and stable financial system

Simple procedures for a company start-up and registration

Simple procedures for foreign trade transactions and foreign investments

Several free trade agreements have been signed, ensuring supply of goods to nearly 800 million consumers:

- In March 2012 Serbia was granted the candidates status by the EC
- CEFTA
- Agreement with the EFTA members
- Autonomous trade preferences granted by the EU in December 2000, and implementation of the Interim Trade Agreement with the EU started in February 2010
- Agreement with the Russian Federation, Belarus and Kazakhstan
- Agreement with Turkey



# Contact



**PRIVATIZATION  
AGENCY**

Republic of Serbia

---

## **Ministry of Economy Republic of Serbia**

Address: 20, Kneza Milosa Street, 11000 Belgrade, Serbia

[www.privreda.gov.rs](http://www.privreda.gov.rs)

---

## **Privatization Agency Republic of Serbia**

Adress: 23 Terazije, 11000 Belgrade, Serbia

Phone: +381 11 / 3020-800

Fax: +381 11 / 3020-828

Email: [info@priv.rs](mailto:info@priv.rs)

[www.priv.rs](http://www.priv.rs)

---