



COMPANY PROFILE & EVENTS CALENDAR

# HISTORY BACKGROUND

Iceberg Exhibitions is a subsidiary of Iceberg Communication as one of the first innovative and integrated advertising and communication agencies founded in Tirana, 1999. For more than two decades, it has been a determinant actor of enormous changes in the event management industry. Iceberg Exhibitions is a trade fair, exhibitions and event organiser that is incentivized by a pool of experts in different fields with long experience in business development and trade fair organization.

The main objective of Iceberg Exhibitions is to open the door for strategic relationships between Balkan region and international markets, connecting people and sharing visions. Our events are diverse and inclusive, representing outstanding platforms for the businesses in the Balkan region to enjoy a successful debut for the international markets.







- Agriculture, Livestock, Agricultural Machineries
- Food Production
- Energy & Green Economy
- Construction, Building materials and technologies, Interior/ Exterior Design
- Real Estate
- Tourism Industry
- ICT, Information Technology, Digital solutions
- Labor market

- Vocational Education & Training and employment opportunities
- Culture and Creativity
- Packaging technology and machineries
- Pharmaceuticals and Medical Industry
- Wedding Fashion Wellness
- Branding and design
- Textile & Leather Manufacturing
- Entertainment





## **Your Growth is Our Priority**

We craft impactful exhibitions and experiences of all sizes, utilizing our fresh ideas, deep industry knowledge and strategic insights.

Let's grow together.

We provide the right blend of deep industry insight and fresh ideas.

Intently Client Focused.

Our deep operations experience simplifies all aspects of planning and execution.

Hassle-free Experience.

Our comprehensive suite of services, products and tools enhance your entire experience.

#### Always on Health & Safety

Your health and safety is our priority.

Our employees adhere to all local government and facility requirements.

### **Sustainability**

Commitment to environment and communities where we live and work.

# OUR MISSION

Our mission is to create the world's most meaningful and memorable experiences for marketers, organizers, and event attendees. With that focus, we want to reaffirm the top commitments we make to exhibitors as they choose to participate in exhibitions around the world.

- Provide safe events by adhering to local government and facility requirements and promoting safe practices
- Provide excellent customer assistance with our people and digital platforms and solutions.
- Provide guidance and education resources to assist with the Exhibitor Journey.
- Provide comprehensive self-service ordering and online resources.
- Plan trade fairs, events and conferences with sustainability in mind.

  Committing to minimizing waste and promoting actions that benefit the environment.
- Help exhibitors maximize their engagement and success through in person, virtual, or hybrid services.
- Provide expert exhibit design and program management to elevate brands in-person or virtually.
- Create clear and concise communications that make exhibiting easy through discounts, deadlines, tips, guides, and resources.

# KEY CUSTOMER BENEFITS IN OUR EVENTS

- **COST-EFFECTIVE MARKETING TOOL:** By exhibiting your products at trade fairs, you can create awareness about your brand. Though your initial investment at a trade show may be higher compared to other advertising methods, the cost to convert a prospect into a sale is often much lower than other alternatives.
- **TARGETED AUDIENCE:** The audience is typically specific to your industry and is far more receptive to your sales pitch than during cold calling or other kind of approaches to your potential customer.
- RELATIONSHIP BUILDING: You can meet prospects face-to-face and build a relationship. This helps you form deeper connections with them and a better understanding to their needs
- WIDER REACH: You can reach out to thousands of prospective customers, sometimes even from different regions and countries.



# WITH GATED CONTENT TO NEW LEADS

#### WITH GATED CONTENT TO NEW LEADS

Production and provision of gated content for free as a strategy to generate new leads for our B2B business stakeholders.

- Case Studies
- Sectorial Papers
- Webinars
- Whitepapers

Digital distribution of gated content will ensure a wide distribution for the content we uniquely created. **GET INFORMED AND SHARE OUR CONTENT.** 

# OUR LAST TRADE FAIR DATA



# **Agriculture Days**

The International Trade Fair in Agriculture, Technologies, Food & Processing, "Agriculture Days" took place in Albania on May 19-21, 2022 in the city of Lushnjë, Albania. The placement of the exhibition was strategically chosen taking into consideration that Lushnjë is known as the capital of agricultural exports, featuring several markets for the collection of agricultural products and linked with a variety of importers not only from the countries of the region and the EU but also expanding the map of "Made in Albania" products to the Nordic countries. The total number of exhibitors in the "Agriculture Days" was 70 companies from Albania, Kosovo, Romania, Macedonia, Italy, Greece attracting approximately 7000 visitors from the region, Slovakia, Italy, Greece, England etc.







# **Tourism & Travel Show Albania**

On **October 14-15, 2022 "Tourism & Travel Show Albania 2022"** Trade Fair took place at the Palace of Congresses in Tirana, an event that gathered more than 100 tourism industry actors. The novelty of such an event was undoubtedly the organization in two formats and the delivery of a trade fair in its full dimension. In addition to the exhibition area with about **60 exhibitors**, businesses, investors, representatives of local governments, accommodation structures, etc., a special space was also dedicated to the B2B event and the B2Balkan platform organized in cooperation with the English company, leader in Europe, New Deal Europe.

**32 international buyers** in the fields of: accommodation, destination management, tour operators, travel agencies, transport companies, travel technology, etc., were part of the event. This event hosted **49 suppliers** from the entire region to hold business meetings. The meetings were organized through the digital platform www.b2balkan.com and a total of **517 meetings** were booked on the platform, among which only 306 realised.







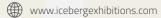


# **Energy, Construction and Green Economy**

**"The Energy, Construction and Green Economy Trade Fair"** took place on **November 11-12, 2022** in the Palace of Congresses, Tirana. An event that brought together the main stakeholders of the energy and construction sectors. In addition to the exhibition area with about **40 exhibitors**, businesses and institutions, several workshop and conferences were organised during the two days of the event. All activities focused on important issues such as renewable energy, energy efficiency throughout the energy cycle in all sectors, technologies, efficiency in construction and impact on the environment, the circular economy and the challenges and opportunities it brings, etc. This platform fostered the communication and collaboration of investors, developers and consultants. Furthermore, the second day of the event was dedicated to the career opportunities of the students in the related sectors.

# **CALENDAR OF EVENTS** 2023

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April

**Agriculture Days 2023** 



October

**Energy, Construction, Green Economy** 

February

May

Forum

August

March

Tech & Career Fair

June

**Culture & Creativity Fair** 



November

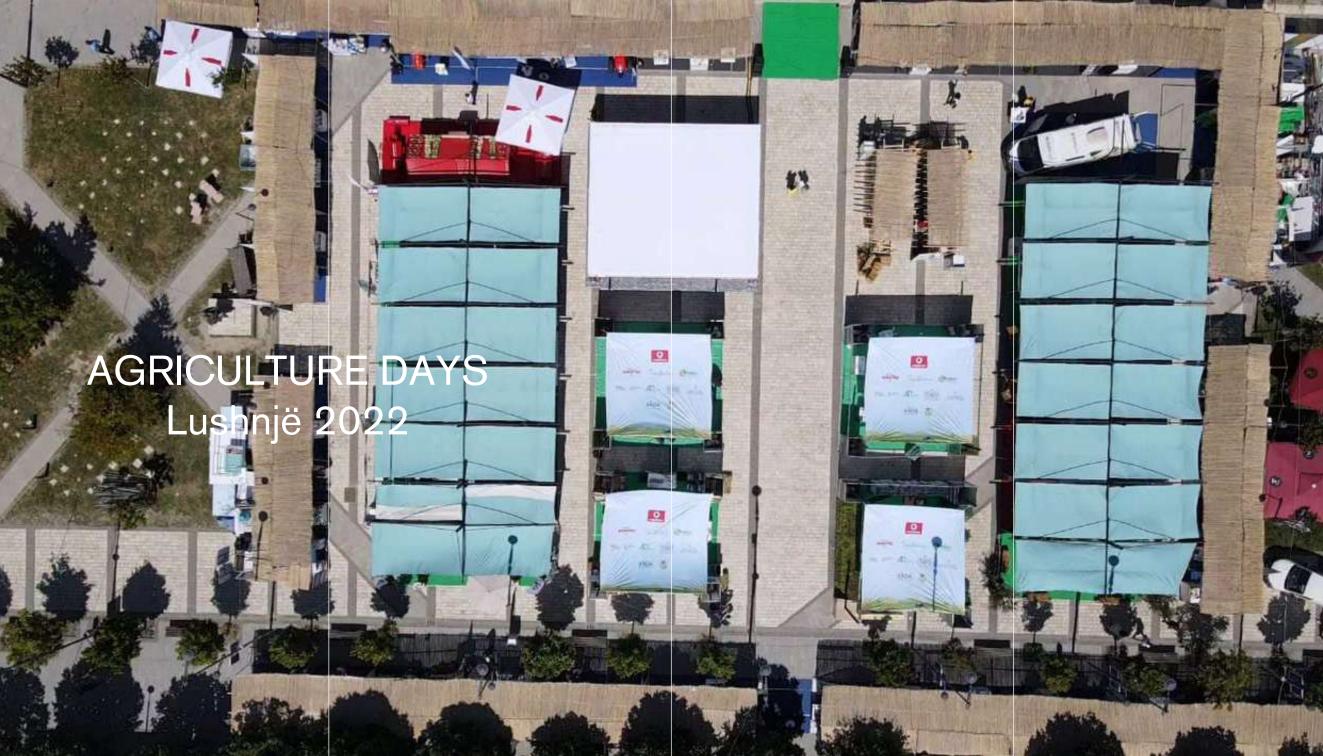
**Tourism Travel & Show Albania** 

See Tourism Investment



December

Winter Fest - Entertainment **Event Outdoor** 













7000 visitors

70 participants

3 days of activities









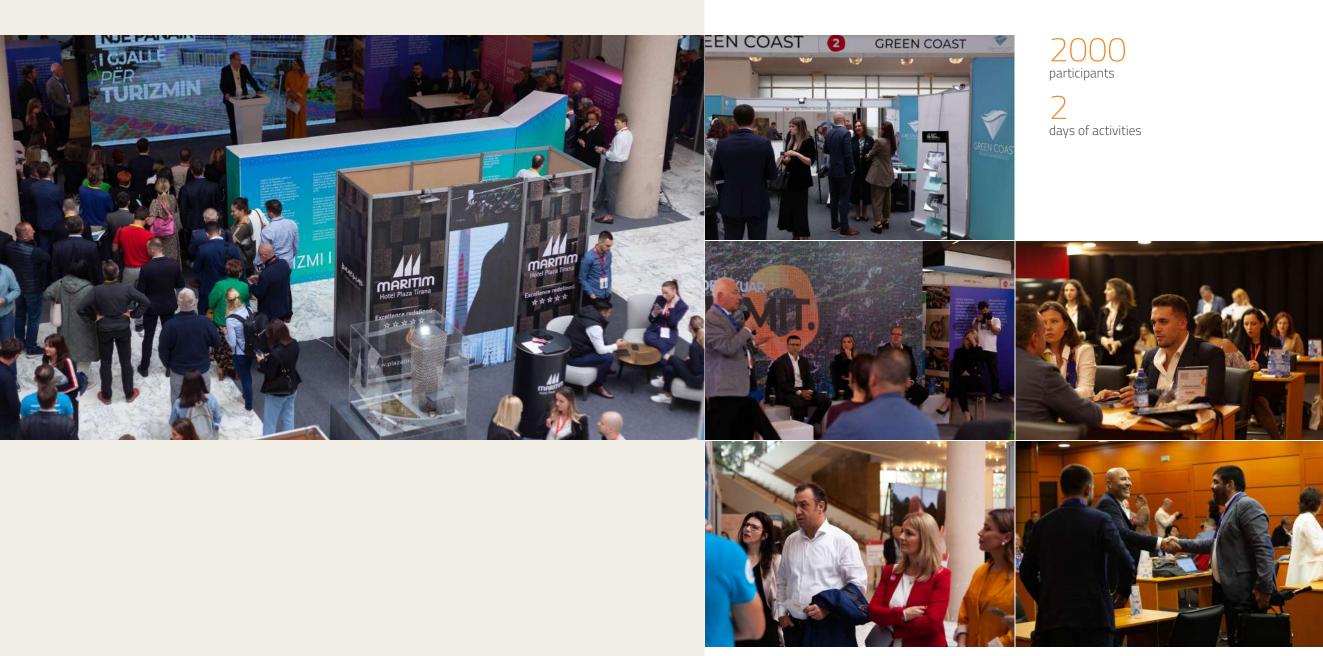






















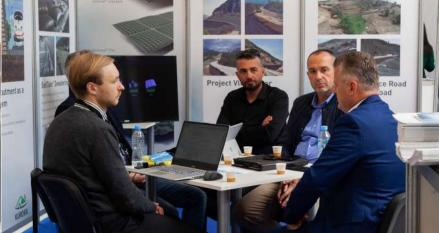
2500 participants

days of activities











250 talented script-writers, directors, producers and distributors

24 countries

16 awards



#### **BALKAN FILM MARKET 2018**

alkan Film Market is a unique event in the Western Balkans that seeks to build bridges and lay out a platform on which content creators can promote and develop projects by facilitating a value exchange network. BMF also serves as a hub enabling a regional flow of development, production, and distribution through its activities such as the Regional Balkan meeting of Media Desk Creative Europe, Pitch Balkan, Albascript, Albanian Minority Co-productions etc. Iceberg organizes this annual one-week event including all aspects such as: travel and accommodation; creative concept; event's technical and logistics issues as well as communication and PR. www.balkanfilmmarket.com











# WOHZ OTOM OTUA

ceberg has been the first company to organize an automobile exhibition event in Albania which provided not only a way of advertising and visibility but also an effort to standardize the automobile market in the country. In this event, many brands were exhibited together to give the visitors the opportunity to compare and select their favourite brand as well as obtain information on the latest technology and developments of this industry.

10000+
daily visitors

80 exhibitors

Shows





# **CHRISTMAS MARKET**

This well-known worldwide tradition brought to Tirana by Iceberg Communication in 2011 has since become a symbol of Christmas and New Year celebrations in the city.







30+

days each year

25000+

visitors daily





#### Main Office

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