

# OBJECTIVES OF THE ALPE ADRIA BALKAN EXPO 2026

## 1. Strengthening international economic cooperation in the Alpe–Adria–Balkan region

The main objective of the **ALPE ADRIA BALKAN EXPO** is to establish and strengthen long-term economic cooperation between companies, institutions, and investors from Austria, Bosnia and Herzegovina, and countries of the Alpe–Adria–Balkan region. The Expo serves as a platform for connecting European Union markets with those of the Western Balkans, with a particular focus on the transfer of knowledge, technologies, and business models.

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## 2. Connecting businesses, institutions, and investors in one place

The Expo aims to bring together key stakeholders of economic development:

- companies and manufacturers
- investors and financial institutions
- state and entity-level institutions
- development agencies, chambers of commerce, clusters, and associations

This creates a unique platform for **direct dialogue between the public and private sectors**, accelerating investment processes and generating concrete business opportunities.

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## 3. Supporting the development of industry, manufacturing, and exports

ALPE ADRIA BALKAN EXPO has a strong industrial focus, aimed at promoting:

- the wood and metal industries
- furniture manufacturing and design
- the construction industry and prefabricated buildings
- renewable energy, especially biomass
- investments in the industrial and IT sectors
- other potentials of countries and local communities: tourism, healthy food, medicine, sports, etc.

The goal is to **strengthen the competitiveness of domestic production**, increase export potential, and integrate companies from Bosnia and Herzegovina and the region into **European value chains**.

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#### **4. Promotion of the investment potential of Bosnia and Herzegovina and the region**

The Expo is designed as an investment platform promoting:

- industrial zones and local communities
- projects in manufacturing, energy, and real estate
- opportunities for joint ventures and greenfield investments

Through the presence of investment funds, development banks, and agencies (FIPA, Diaspora Invest, etc.), the goal is to **attract foreign direct investment**, particularly from Austria and the EU.

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#### **5. Transfer of knowledge, innovation, and European standards**

Through conferences, panel discussions, and expert presentations, the Expo aims to:

- exchange knowledge and experience
- present modern technologies and innovative solutions
- familiarize companies with EU standards, regulations, and trends

Special emphasis is placed on the **green transition, energy efficiency, digitalization, and sustainable production**.

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#### **6. Development of B2B cooperation and concrete business agreements**

One of the key objectives of the Expo is to create conditions for B2B networking by organizing direct matchmaking meetings to rapidly establish partnerships:

- pre-scheduled B2B meetings
- direct negotiations between companies
- conclusion of commercial contracts and strategic partnerships

The Expo is not just a promotional event, but an operational business platform focused on measurable results.

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## 7. Strengthening the role of clusters, chambers, and associations

ALPE ADRIA BALKAN EXPO provides space for the active involvement of:

- chambers of commerce
- industrial clusters
- employers' associations and sectoral organizations

The goal is to **strengthen joint market appearances of companies**, especially small and medium-sized enterprises, in international markets.

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## 8. Supporting employment and human resources development

Through a Job Fair and cooperation with universities and educational institutions, the objectives are:

- connecting employers with the workforce
- promoting occupations in high demand
- strengthening competencies in industrial and technical sectors

In this way, the Expo contributes to the long-term development of the labor market.

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## 9. Promotion of sustainable development and the green economy

The Expo strongly promotes:

- renewable energy sources
- energy efficiency
- sustainable management of natural resources
- green technologies and the circular economy

The Green Energy Expo and biomass-related sectors position the event as a **regional platform for the green transition**.

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## **10. Positioning Sarajevo and Bosnia and Herzegovina as a regional business and trade fair hub**

The final strategic objective of the Expo is the long-term positioning of:

- Sarajevo as a center for international trade fairs and business events
- Bosnia and Herzegovina as a reliable partner for investment and manufacturing
- the connection of the Austrian economy with markets of the Alpe–Adria–Balkan region

ALPE ADRIA BALKAN EXPO is intended to become the **leading annual economic event** for the Alpe–Adria–Balkan region.