

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.

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.

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**.

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.

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**.

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.

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.

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.

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**.

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.