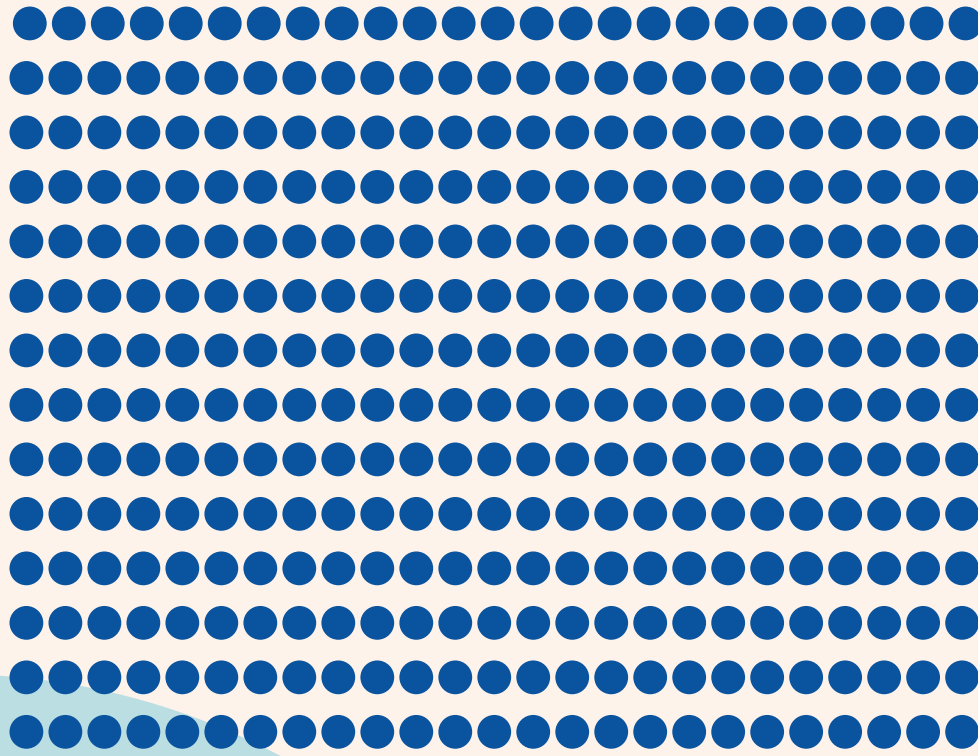


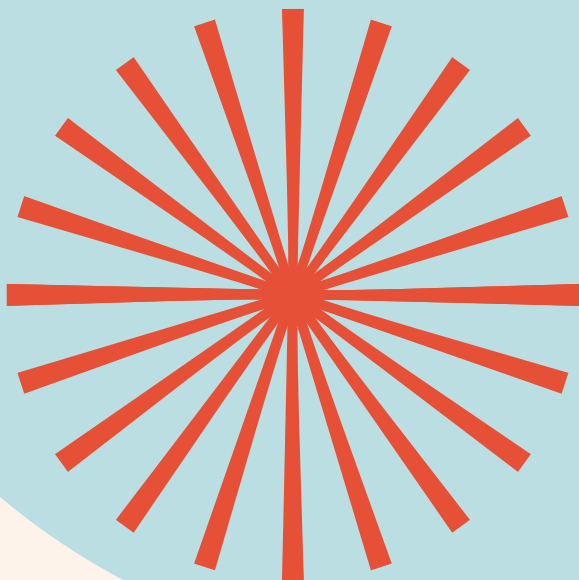


BELGRADE
FAIR



Annual Report

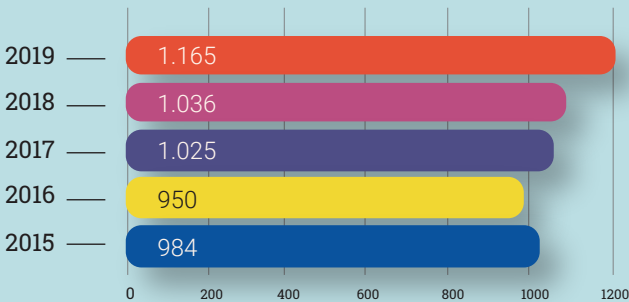
2019



Key Financial Results for 2019

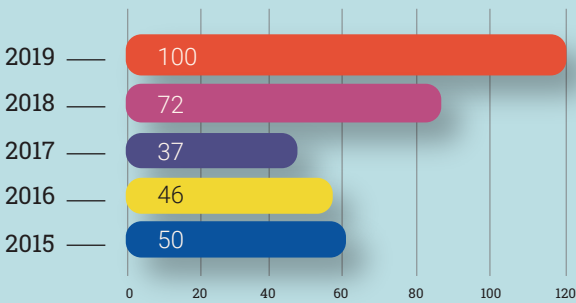
BELGRADE FAIR

Total revenue
Expressed in millions of RSD



BELGRADE FAIR

Total profit
Expressed in millions of RSD



BELGRADE FAIR

Net profit
Expressed in millions of RSD

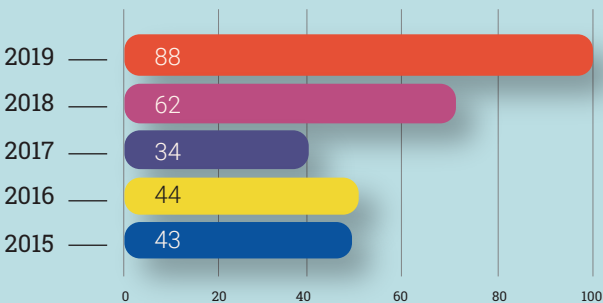


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Introductory Word



Danka Selić
The Belgrade Fair General Director

Dear friends of the Belgrade Fair,

In the annual report you will find all relevant information about the Belgrade Fair and its performance in 2019.

From my perspective, globally one of the key topics in 2019 was the relationship between companies and society. Companies must always create value for society as well. This is crucial for long-term success.

The Belgrade Fair is an institution dedicated to human progress. That is our purpose and what moves us. And not just since this topic was recently launched. For 82 years, human progress has been at the heart of everything we do. The Belgrade Fair is a place of industrial, technical, technological, scientific and creative progress of the society.

We want to preserve and improve our position as a leader in this part of Europe. Also we want to continue to grow and develop, in order to continue to create sustainable value.

Our agenda is ambitious and challenging, but it is also feasible. With 169 employees, in 2019 we achieved many successes and continued the growth trend in all business segments:

- The planned calendar was realized without deviations, with 48 realized fairs and manifestations.
- In 2019, we achieved a growth in revenues of 12.5% compared to the previous year, as well as a growth in profit of 39%, with 100,464,283 dinars (RSD).
- Through our activities, compared to the previous year we have attracted 10% more exhibitors, and also the most exhibitors in the last five years, a total of 2,113.
- We had over 730 thousand visitors from all over the world and over 420 thousand tickets sold for over 305,000 sq.m. leased.

- The total economic effects of the operations of the Belgrade Fair in 2019 are estimated at 14.4 billion dinars in the value of goods and services sold and 4.3 billion dinars in gross value added. Thus, it contributed 2.8 billion dinars of total tax revenues to the state budget.
- Belgrade Fair has achieved a total effect on the employment of more than 1,961 jobs indefinitely in 2019.
- It is estimated that the events of the Belgrade Fair alone attracted more than 69.7 thousand foreign and 24 thousand domestic guests to Belgrade, which together spend about 1.3 billion dinars.
- Our six largest exhibitions – Tourism Fair, Motor Show, Building Trade Fair, Belgrade Book Fair, Furniture Fair and Fair of Technics and Technical Achievements, have a leading role in the region, and at European and world level their importance, reputation and influence are strong, among other things due to tradition, history and trust within the fair industry.

The Belgrade Fair is a company that is not a user of budget funds, has no outstanding tax and other obligations, does not use bank loans, has no encumbered real estate and has no arrears of unpaid salaries. Through its business, it makes a huge contribution to the economy of the city of Belgrade and the Republic of Serbia.

Our focus in 2020 is focused on strengthening our leading exhibitions, organizing fairs to the highest standards, attracting global companies and opening new markets. At the same time, we are introducing numerous innovations in business, based on digitalization. We want to continue to be the first choice for existing and future exhibitors.

The Belgrade Fair is a reliable and trusted partner. We can achieve great things in 2020, guided by the idea that the Belgrade Fair is a place that the whole world has seen.

We sincerely appreciate your support and hope that you will continue to follow us on our journey into the future.



Company Management

Board of directors

President

Miroslav Milošević, B.Sc. lawyer

Vice President

Dušan Đaković, engineer of work organization

Members

Aleksandar Joksimović, meteorological technician

Sladjana Anđelković, B.Sc. pedagogue

Saša Cukavac, B.Sc. economist

Assembly

President

Momčilo Minić, B.Sc. economist

Members

Miloje Erić, aeronautical electrical engineer

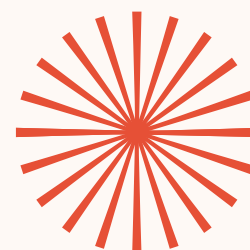
Srđan Sekulić, B.Sc. manager

General Director

Danka Selić

Deputy General Director

Gorica Škipina



Belgrade Fair

The Belgrade Fair is an institution of national importance, which improves the economy of Serbia with its work and is dedicated to industrial, technological, scientific and creative development, gathering world leaders in these fields in the exchange of ideas, striving for human progress.

Within the trade fair industry, the Belgrade Fair is one of the most important and most successful trade fair institutions in this part of Europe. The Belgrade Fair is the organizer of numerous national and international exhibitions. Some of them have a tradition long several decades. The Belgrade Fair air is visited annually by over 700 thousand people from all over the world. It spreads over 24 hectares and has an exhibition space of 100,000 sq.m.. The panorama of the Belgrade Fair is dominated by three domes, the largest of which is the dome of Hall 1.

The Belgrade Fair is a member of the renowned international associations UFI - The Global Association of the Exhibition Industry, CEFA - Central European Fair Alliance and OICA - Organization Internationale des Constructeurs d'Automobiles.

During its 82-year long history, the Belgrade Fair has hosted more than 60 million visitors, organized more than 3,000 fair events with about 500,000 exhibitors from 180 countries. The Belgrade Fair, with its history and work, marked an entire century and remained a key link between the Serbian economy and the world.

Since its founding, the Belgrade Fair has expanded its infrastructure, improved services and moved standards, permanently improving the economy and society as a whole. The oldest event that took place was the Motor Show, which has been organized since 1938.

The first Belgrade Fair was opened on September 11, 1937 on the left coast of the Sava River. In the area known today as the Old Fairgrounds, a fair complex with 26 pavilions for various purposes was built. Twenty years after the first, after the post-war renovation and construction, the Belgrade Fair was opened for the second time. The new fair complex was built on the right coast of the Sava River, where it is still located today. The first event was the Fair of Technics, opened on August 23, 1957. The first post-war Fair of Technics and Technical Achievements was visited by 1,115,000 visitors. A year later, on the first post-war anniversary of the Fair of Technics and Technical Achievements, ie the anniversary of the Belgrade Fair itself, as well as on the 20th anniversary of the first Phillips TV broadcast, he broadcast his first show from a studio located at the TV Belgrade Fair.

Belgrade Fair with its exhibition halls, is one of the most valuable works of Serbian post-war architecture and is a testimony to the technical, technological, scientific and creative rise of society in the late fifties and early sixties of the 20th century. With its urban and architectural solution, dimensions and harmony of form, it ranks among the most successful achievements of domestic architecture. Hall 1 of the Belgrade Fair was built in the period 1954 and 1957 according to the project of the team which included architect Milorad Pantović and engineers Branko Žeželj and Milan Krstić. circular, covered with a dome, whose span is 109m, the largest dome in the world made of prestressed concrete.



Key Results 2019



Exhibitions and
events organized by
The Belgrade Fair and
other co-organizers



Visitors



Countries



Leased



Net worth
earned for 2019



Office and storage
space leased

Positive Economic Effects on the National Economy in 2019:



Billion dinars
in services and
products



Billion dinars
gross value



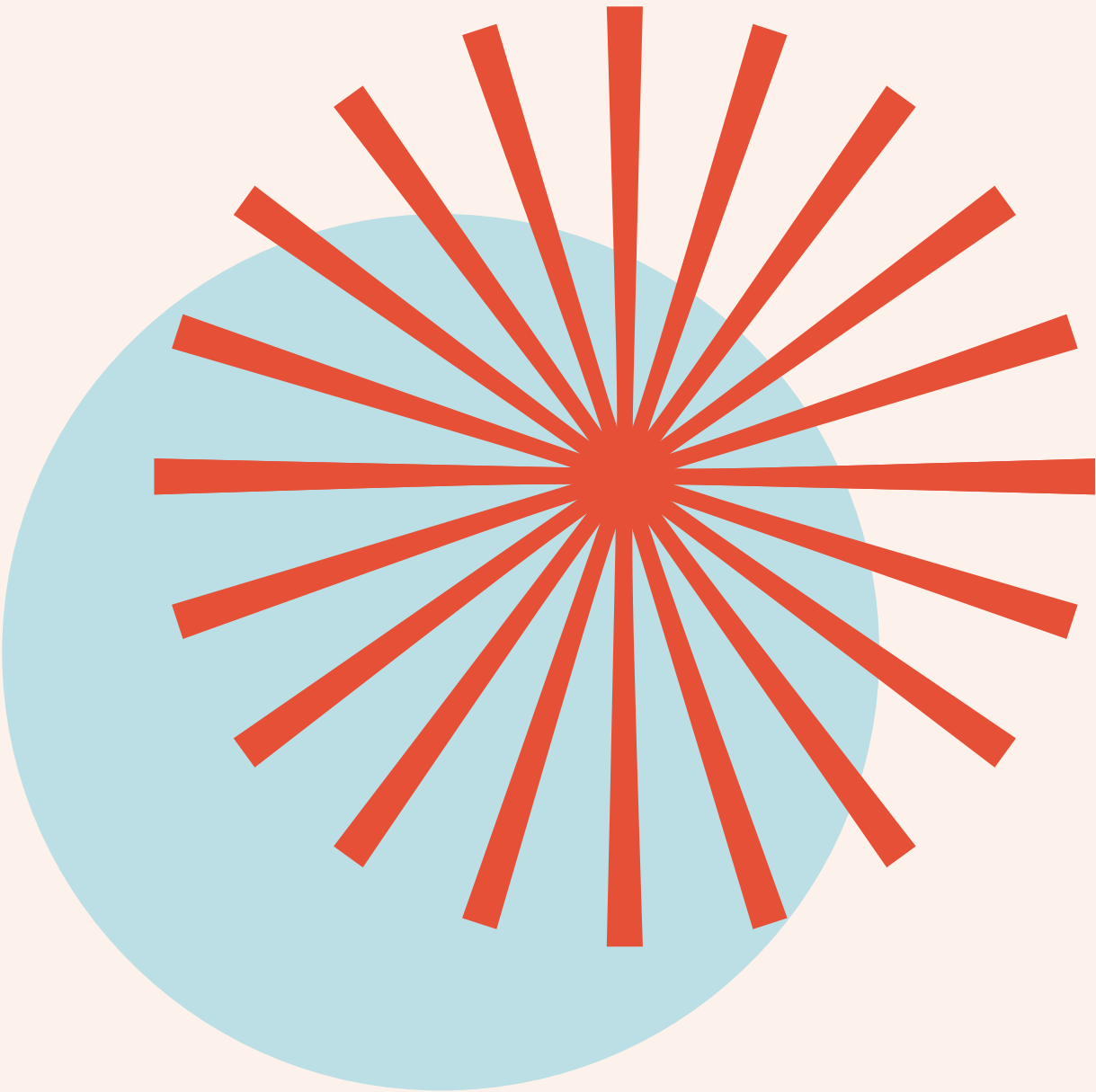
Billion dinars
tax revenue



Jobs
created

RESULTS

2019



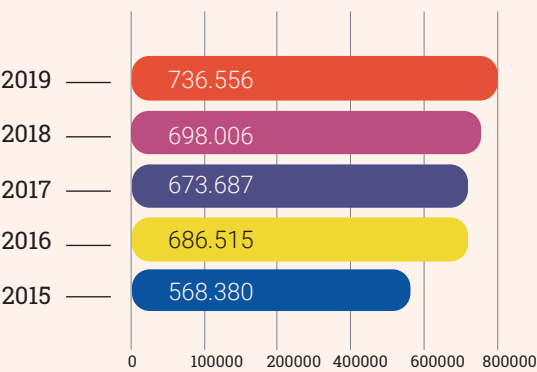
Visitors

The planned calendar in 2019 was realized without deviations, with 48 realized fairs and manifestations.

In 2019, the Belgrade Fair was visited by 5.5% more guests compared to 2018, i.e. 736,556 guests, and 420,287 tickets were sold.

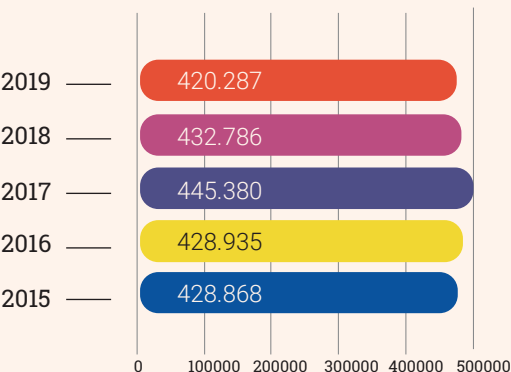
BELGRADE FAIR

Total number of visitors



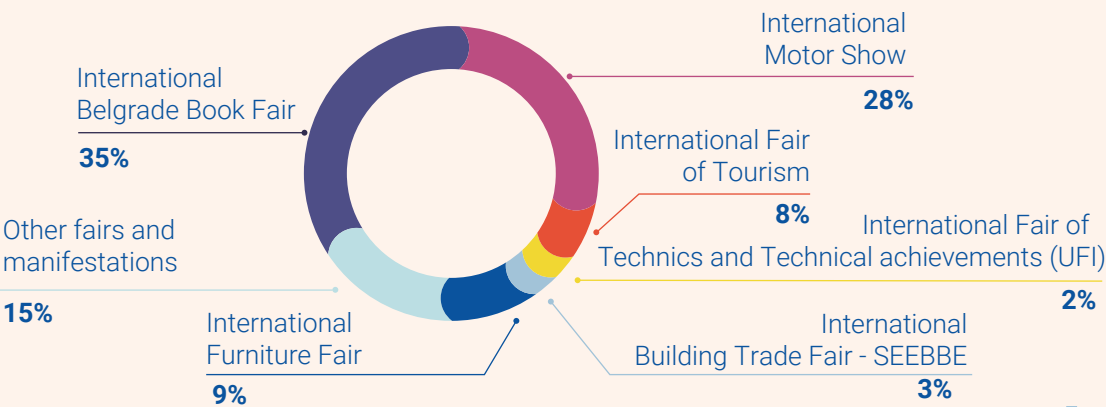
BELGRADE FAIR

Total number of sold tickets



BELGRADE FAIR

Overview of the number of tickets sold in 2019 by fairs



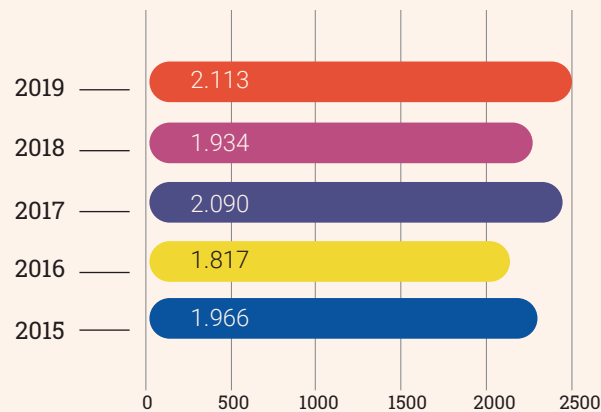
Overview of the Number of Tickets Sold in the Period 2015-2019

EXHIBITIONS	2015	2016	2017	2018	2019
Motor Show OICA	117.504		116.701		106.934
Tourism Fair UFI	31.875	38.004	40.331	39.829	38.147
Technical Fair UFI	7.651	8.938	10.320	11.361	11.052
Beowine	3.007	2.800	4.042	3.332	3.301
Seebbe UFI	13.205	15.104	18.379	16.735	17.252
112 EXPO		760		562	
Energy Fair	687	956	1.248	2.425	1.902
MEDIDENT	3.274	3.771	4.177	4.365	4.048
Book Fair UFI	148.464	158.554	144.818	147.174	142.489
Education Fair	6	85	86	10	
Grafima	2.847	2.668	2.939	3.096	2.400
Furniture Fair	37.052	41.232	38.675	45.352	40.598
Fair of Ethnic Food	3.909	3.122	3.376	4.030	3.539
Expozim	8.372	8.809	9.546	9.339	10.902
Nautic Fair	8.345	7.117	9.172	7.274	7.738
Defence exhibition	1.857		1.295		1.134
Horticulture Fair	2.512	2.408	3.990	4.067	2.862
Women's club	1.822	2.243			
Bureau - Expo				17	
Ecology Fair	1.095	1.226	1.356	1.607	995
CACIB	4.784	5.008	6.487	5.267	5.420
Cats Exhibition			707	326	709
Conbak				844	1.208
Beekeeping Fair	5.040	4.743	5.066	6.473	4.545
BG CAR SHOW		106.061		93.607	
FRUVEG EXPO BALKAN			365		
ISEC (sBIT)	162		454		346
Motopassion	80	25	10	20	
CE&HA FAIR					2.185
Bell Fair				60	62
Machines and Tools for Woodworking Industry				3	
Third Age' Fair				734	621
Touch of Paris' Cosmetics Fair Spring	8.540	7.806	10.508	9.826	8.311
Touch of Paris' Cosmetics Fair Fall	8.197	10.346	11.332	11.200	10.168
TOTAL	420.287	431.786	445.380	428.935	428.868

Exhibitors

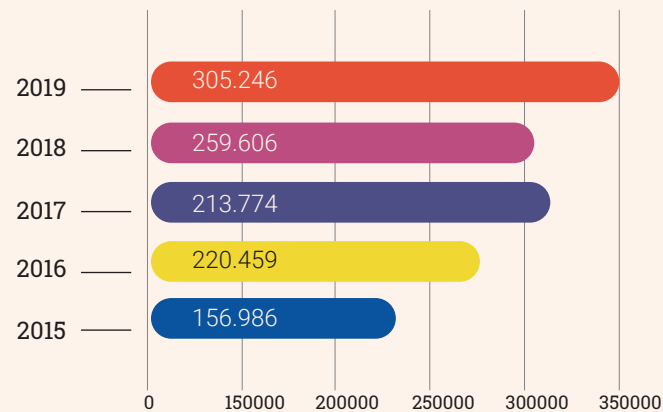
2113 exhibitors were at the events, which is 10% more than in the previous year and also the most exhibitors in the last five years. Over 305,000 sq.m. of office and warehouse space was leased, which is 18% more than in the previous year.

Total number of exhibitors



Total of rented space

Expressed in sq.m.



Overview of the number of exhibitors in 2019 by exhibitions



Number of Exhibitors in the Period 2015 - 2019 on the Basis of Invoiced Exhibition Registration Fees

EXHIBITIONS	2019	2018	2017	2016	2015
Motor Show OICA	195		191		194
Tourism Fair UFI	267	256	216	218	226
Technical Fair UFI	380	339	328	303	303
Beowine	82	50	53	43	52
Seebbe UFI	394	398	383	352	311
112 EXPO		39		32	
Energy Fair	24	31	46	28	37
MEDIDENT	45	55	60	52	51
Education Fair	45	52	54	15	15
GRAFIMA Graphic Fair	53	56	54	51	60
Furniture Fair		220	223	213	218
Fair of Ethnic Food	31	25	28	29	33
New Year Festival		18	33	39	53
EXPO ZIM	22	25	25	23	10
Nautic Fair		47	54	60	47
Defence exhibition			127		116
Horticulture Fair	32	44	54	61	78
BIRO EXPO	8	6	8	10	9
Ecology Fair	40	60	40	25	24
BG CAR SHOW		154		154	
ISEC (sBIT)	6		28		21
Motor Fair 'Motopassion	54	34	40	27	25
Bell Fair				33	36
Machines and Tools	26	25	45	49	47
TOTAL	2.113	1.934	2.090	1.817	1.966

Review of Realization in the Period 2015 – 2019

INDOOR SPACE

EXHIBITIONS	m ²	2019	2018	2017	2016	2015
MOZAIK	m ²		372	336		
Motor Show OICA	m ²	21.551		22.163		19.101
Tourism Fair UFI	m ²	12.509	12.147	12.137	13.337	12.888
Technical Fair UFI	m ²	9.085	8.391	7.247	7.272	7.245
Wine Fair	m ²	1.838	1.620	1.497	1.066	1.207
Seebbe UFI	m ²	13.331	13.593	11.036	11.060	11.476
112 Expo	m ²		1.776		1.852	
Energy Fair UFI	m ²	542	946	1.151	1.223	1.395
Medident	m ²	1.637	2.109	2.135	1.865	1.848
Book Fair UFI	m ²	12.789	12.731	12.902	13.000	12.436
Education Fair	m ²	1.510	2.139	1.466	430	614
Festival of Science	m ²	2.943	2.943	1.800		
Grafima	m ²	2.976	3044	2.725	3.096	2.275
Furniture Fair	m ²	15.951	17.293	17.521	16.378	17.309
Fair of Ethnic Food	m ²	3.458	1628	1.584	1.744	1.841
New Year's Festival	m ²	4.182	4.027	2.575	2.900	2.902
Expozim	m ²	1.780	1.842	1.907	1.950	1.593
FUTURE PARK	m ²			2.650		
Nautic Show	m ²	4.770	4.518	4.215	3.477	2.315
Agromarket EXPO 11	m ²	1.660	1.806			
Defence Exhibition- PARTNER	m ²	8.146		7.654		6.465
BELGRADE TANGO ENCUESTRO	m ²	3.000	3.000			
Beoplant	m ²	1.237	1.290	1.156	1.476	1.406
BELGRADE FITNES	m ²	896	1.576			
Women Club Bazar	m ²	1.600	5.547			
Belgrade Children Fair - Spring	m ²	661	654	784	803	741
Belgrade Children Fair - Fall	m ²	746	600	1.369	699	697
Bureau - Expo	m ²	520	449	528	609	495
Ecology Fair	m ²	1.113	1.346	1.352	1.445	799
CACIB Spring	m ²	2.693	2.657	2.600	2.600	2.600
CACIB Fall	m ²	2.685	2.673	2.600	2.600	2.600
Cats Exhibition	m ²			201	201	201
EXPO BALKAN	m ²				1.094	1.675
Beekeeping Exhibition	m ²	1.584	1.629	1.415	1.198	890
BG CAR SHOW	m ²		17.506		15.463	
BELGRADE FUTURE GAMING	m ²	1.645	1.568	1.622	1.256	1.145
BELGRADE FUTURE GAMING	m ²			1.743		
ISEC (sBIT)	m ²	64		358		762
Motopassion	m ²	1.897	2.469	2.274	1.985	1.620
CE&HA FAIR	m ²					2.580

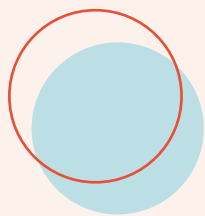
Review of Realization in the Period 2015 – 2019

INDOOR SPACE

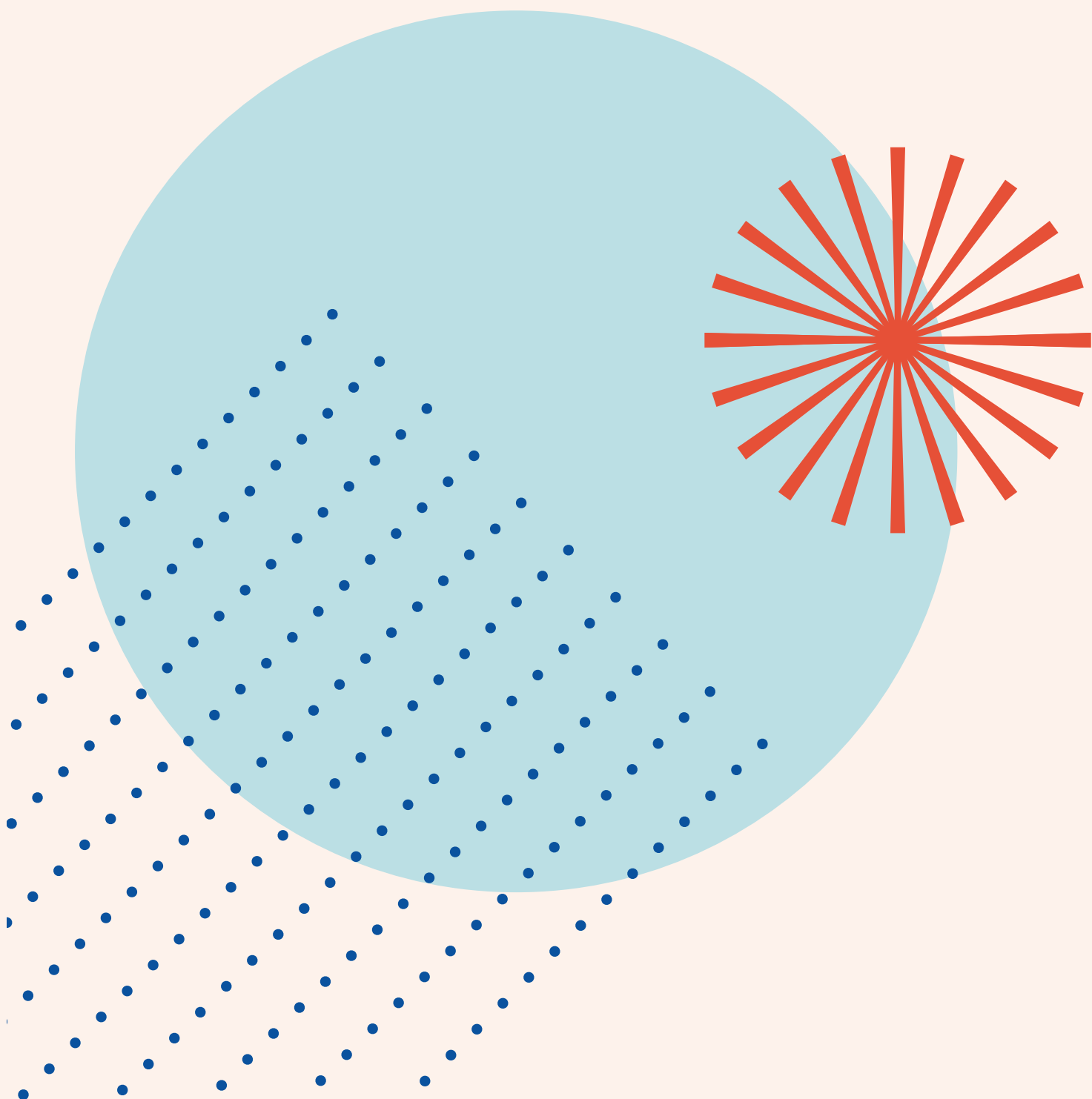
EXHIBITIONS	m ²	2019	2018	2017	2016	2015
Bell Fair- Education	m ²				450	519
Small animals	m ²			1.018	1.018	1.018
Sport Fair	m ²	1.850	1.850	1.600	2.000	1.500
Machines and Tools for Woodworking Industry	m ²	1.627	1.613	2.022	2.131	1.958
Third age' manifestation	m ²	880	956	585	573	285
Media Market	m ²	1.395	1.280	1.280	1.306	1.033
GAMES.CON	m ²	10.000	8.030	4.376		
TEXTILE SHOW	m ²	972	901	1.132		
Fair of Seconady Vocational and Arts schools	m ²	456	445	1.800		
Touch of Paris' Cosmetics Fair Spring	m ²		2.827	2.808	2.600	2.532
Touch of Paris' Cosmetics Fair Fall	m ²		2.918	21	2.647	2.454
GENERAL SERVICES	m ²	5.609	4.788			6.850
TOTAL	m²	163.788	161.497	149.009	124.804	139.270
SAJAM Shopping Centar	m²	10.731	11.195	9.953	17.915	19.079
RENT	m²	305.246	259.606	213.774	220.459	156.986

OUTDOOR SPACE

EXHIBITIONS	m ²	2019	2018	2017	2016	2015
Motor Show - OICA	m ²	563		196		492
Tourism Fair - UFI	m ²				210	
Technology Fair UFI	m ²	378	125	39	26	92
Seebbe UFI	m ²	3.858	2.819	1.292	1.947	1.025
Energy Fair	m ²					9
Fair of Ethnic Food	m ²	12	4	10		
New Years Festival	m ²	15	105	18	94	
Nautic Fair	m ²	50	32			26
Defence exhibition PARTNER	m ²	5.200		4.900		5.056
Beoplant	m ²	98	129	172	165	533
Festival of Popular Music 'ULAZ'	m ²	3.000				
Ecology Fair	m ²		40	30		30
BG CAR SHOW	m ²		227		64	
Motopassion	m ²	175				
Machines and Tools for Woodworking Industry	m ²	150	80			
TOTAL	m²	13.499	3.561	6.657	2.506	7.263
SAJAM Shopping Centar	m²	450	360	468	138	180
RENT	m²	8.616				



POSITIVE ECONOMIC INFLUENCE



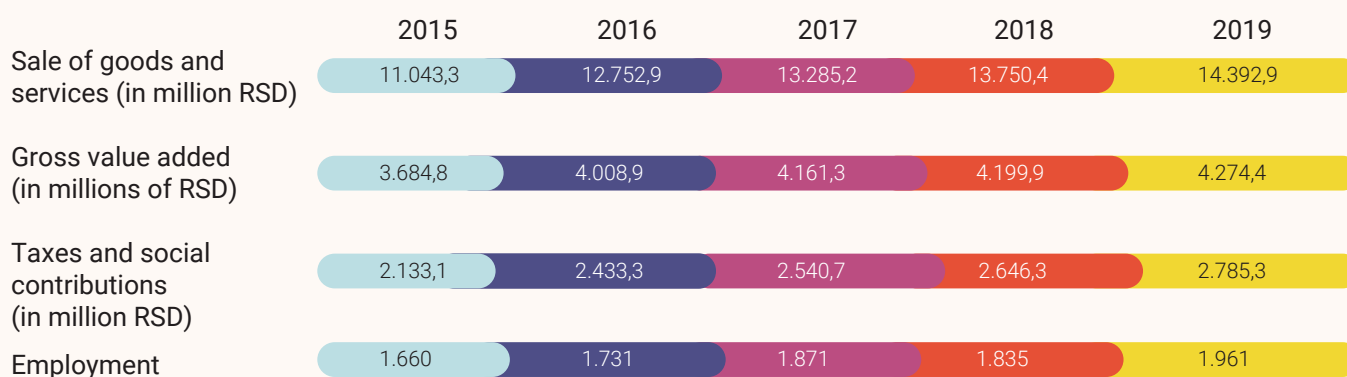
Positive Economic Impact on the National Economy

The analysis of the economic impact was made by the Institute of Economics during March 2020.

The overall economic effects of the salvation of the Belgrade Fair in 2019 are estimated at:

- RSD 14.4 billion worth of goods and services sold;
- RSD 4.3 billion of gross value added, which is equivalent to 0.10% of the total generated gross value added in the Republic of Serbia and 0.25% of the gross value added of the city of Belgrade;
- 1,961 jobs;
- 2.8 billion dinars of total tax revenues.

Overall Effects



A total of 2,113 exhibitors participated in 48 fair events, organized by the Belgrade Fair and with co-organizers in 2019, of which 1,711 were foreign exhibitors from 55 countries, recording a turnover of over 9.7 billion dinars. A total of 174,519 sq.m. was invoiced for fair events, while more than 305 thousand sq.m. of office and warehouse space was leased. During 2019, the Belgrade Fair was visited by 737 thousand people, and the net profit exceeds by 100 million dinars.

The consumption of visitors together with the realized turnover of exhibitors at the Fair had a direct effect on the growth of demand in the country of 9.7 billion dinars, the growth of gross value added of 1.7 billion dinars and a total of 996 jobs.

Exhibitors and visitors, in addition, spent another 750 million, or almost 2.5 billion dinars, respectively, for accommodation, food and drink, transport, entertainment, trade and other needs. These indirect effects of the Fair's operations resulted in an increase in gross value added by an additional 1.8 billion dinars, which corresponds to an increase in employment of another 645 people.

Therefore, the total amount of money spent on accommodation of exhibitors and visitors of the Belgrade Fair in 2019 exceeds by 3.2 billion dinars, with only the consumption of foreign tourists who visited Belgrade on that occasion was about 1.03 billion dinars.

The share of the Belgrade Fair in generating the total gross value added and employment of the Republic of Serbia and the City of Belgrade in 2019.



The purely direct effects of the Belgrade Fair's operations in 2019 on tax revenues will reach almost 2.2 billion dinars, so that the total tax effect of its operations is estimated at 2.8 billion dinars.

The value of the multiplier in 2019



Finally, the estimated multiplier effect on gross value added generation in 2019 is 2.48. At the level of the company Belgrade Fair, as an isolated company, it is as high as 9.1. The result is interpreted in such a way that every dinar earned under the dome of the Belgrade Fair in the economy is further increased by another 2.5 times, while in the case of an isolated company Belgrade Fair, its effect on the national economy rises to over 9 dinars.

Dynamically, here we note a significant improvement in the performance of the Belgrade Fair, because the multiplier effect on the generation of gross value added in 2016 reached 2.34. Regarding employment, the multiplier of 1.97 shows that each employee, due to the fair activity in 2019, produced in the economy, either indirectly or induced, another job. If, on the other hand, we isolate only the company Belgrade Fair, then in 2019 each of its employees created approximately eleven jobs.

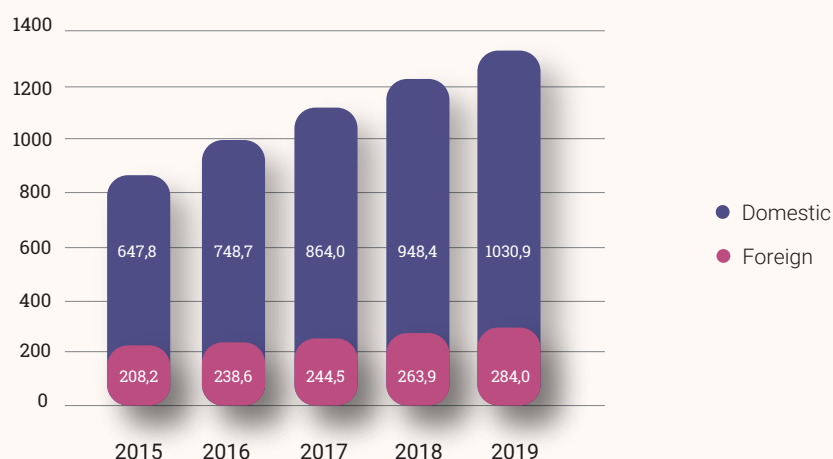
Effects on Tourism

In mid-2015, the Business Association of Hotel and Catering Industry - HORES launched the implementation of the IMHOS project (Integrated Hotel Network of Serbia), which explores the degree of guest satisfaction in relation to the quality of services provided in hotels in Serbia. The results of the project are based on the continuous collection of information through surveys of foreign and domestic guests in hotels (source: Tourist Organization of Belgrade, <http://www.tob.rs>). In the city of Belgrade, guests of 18 accommodation facilities of different categories were interviewed (966 respondents were the final sample). As the main reason for staying, 7.45% of guests stated a visit to the fair (among foreign respondents, the Fair was the main reason for staying in 6.6% of cases).

Similar results were obtained in the more current empirical research presented in the doctoral thesis "Strategic bases of tourism development in the cities of Serbia" by Dr. Milena Podovac from 2019. The research was conducted both on the side of the tourist offer and on the side of the tourist demand, in order to review the views of relevant interest groups and draw conclusions about the current state of urban tourism and provide guidelines for improving its development. The number of respondents was 392, of which 261 were foreign tourists. To the question: What is the most common motive for your stay in the chosen city, 23.0% of respondents answered "Business events (fairs, exhibitions, business meetings)".

It follows from that out of 1,057 thousand foreign tourists who visited Belgrade in 2019, 69.7 thousand of them stayed in one of the Belgrade hotels in order to visit the Belgrade Fair. In that sense, the number of domestic visitors to the Belgrade Fair who stayed at the hotel at the same time was about 24 thousand.

The estimated amount of money that the fair tourists set aside for accommodation in Belgrade hotels in millions of dinars, in the period 2015-2019.



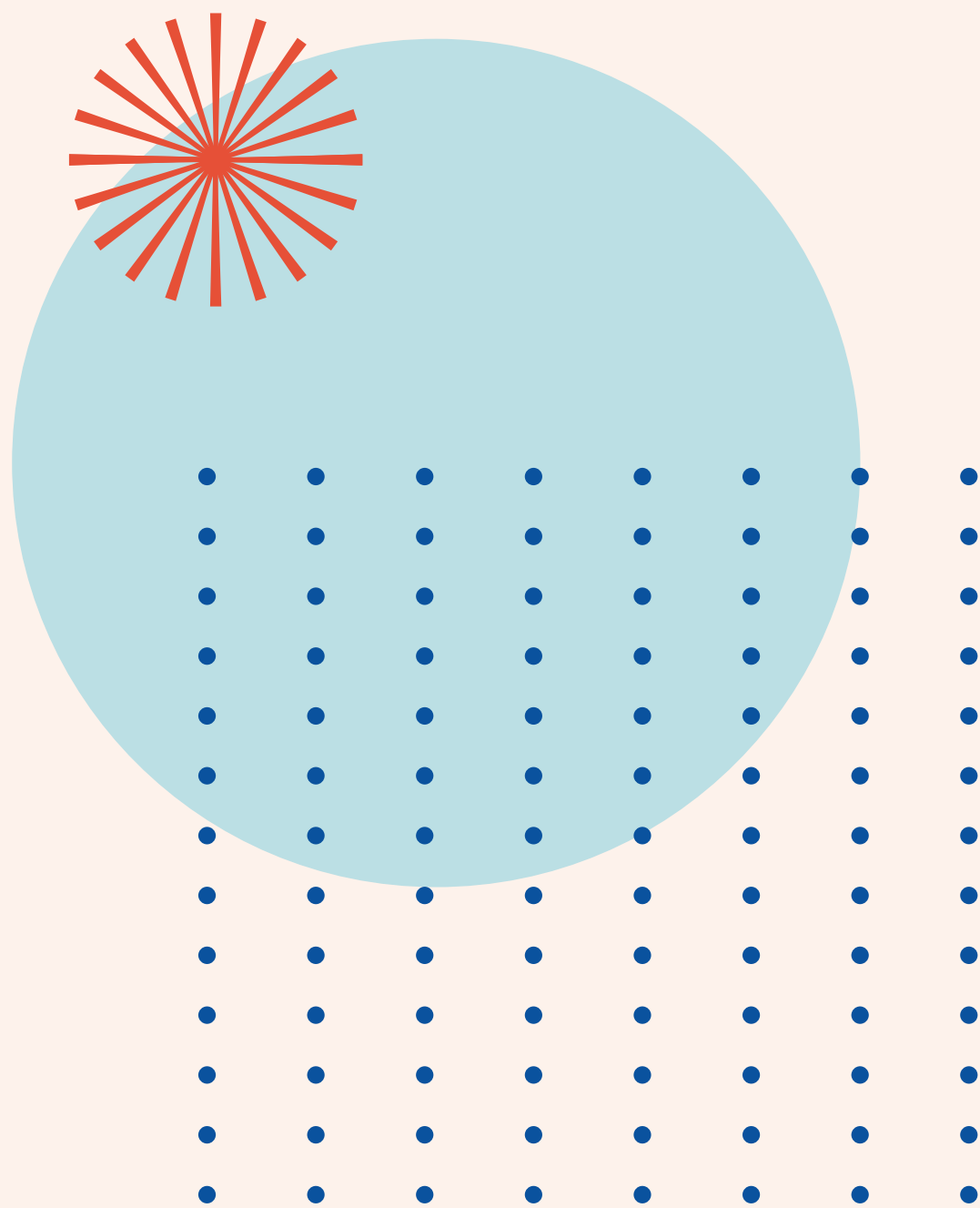
Starting from the conservative estimate that three quarters of tourists do not stay longer than one night in Belgrade hotels, and that on average locals pay 80 euros for bed and breakfast, and foreigners 100 euros, we come to the total amount spent for accommodation in 2019 from 1.3 billion dinars.

The degree of moderation in assessing the effects of foreign tourists is best seen from the balance of payments data of the National Bank of Serbia for 2019. Namely, the total inflow from business tourism in Serbia during 2019 amounted to 224 million euros. The amount of 1.3 billion dinars, as much as we estimated the effect of foreign fair tourists, is only 4.9% of the mentioned amount.

The Belgrade Fair brings concrete, measurable financial benefits to the Republic of Serbia and the city of Belgrade through fair tourism. Relatively high daily consumption per person, with a respectable number of foreign tourists who come to the capital city with the primary motivation to visit the Belgrade Fair, guarantees serious financial effects. At the same time, Tourism Fair provides employment to a number of service providers in the supply chain, and therefore has a large indirect and induced effect.



OVERVIEW OF THE LARGEST EXHIBITIONS



International Fair of Tourism (UFI)

The largest tourist event in the region was organized in the halls of the Belgrade Fair from February 21 to 24, 2019, under the slogan "Summer is closer than you think." As part of the 41st International Fair of Tourism, the 10th BeoWine International Wine Fair, the 15th HORECA-OPREMA International Hotel and Catering Equipment Fair and the 15th See Serbia Souvenir Fair were also organized. The fair provided the best insight into the current situation in the field of tourism, tourist offer and accommodation capacities, hotel and catering, and opened new perspectives in the development of the tourist economy.

The fair was opened by Rasim Ljajic, Deputy Prime Minister and Minister of Trade, Tourism and Telecommunications. The partner country was the Republic of Bulgaria. The Maldives presented itself at the fair for the first time, and Indonesia and Cuba returned to the fair.

With the introduction of significant innovations in the field of business visits, the fair has made a step forward and encouraged communication between exhibitors and business visitors. The most significant novelty at the fair was the introduction of the B2B business portal, in cooperation with business partners, the Serbian Chamber of Commerce and the European Entrepreneurship Network. The fair placed a special emphasis on the presentation of youth tourism, one of the most popular forms of tourism in the world. With the support and appearance of the new national platform Serbia Creates, under whose auspices the Coworking Association of Serbia also performed, the visitors of the fair had the opportunity to get acquainted with the most successful individuals and initiatives in the field of art, culture, technology and science. Numerous accompanying programs were organized within the fair, with all-day events, guest appearances by renowned experts and lecturers.

During the four days of the fair, Belgrade was a tourist center and a city of cosmopolitan spirit, which, along with accompanying events, promotions, presentations and conferences, resulted in great attention of the public and media representatives for the fair.

Number of exhibitors: 900
Foreign: 250 from 50 countries
Exhibition space: 30,753 sq.m
Visitors: 64,619

www.beogradskisajamturizma.rs



International Motor Show (OICA)

According to the exhibitors, the 54th International Motor Show, organized under the slogan "In the RETROvisor", from March 22 to 31, 2019, was the best organization in terms of events and atmosphere, also in terms of the number of prime ministers, exhibitors and visitors. This fair has been rated as one of the most successful car fairs in the last two decades.

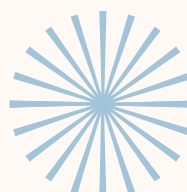
The fair has a leading role in the region, and at the European and world level, its importance, reputation and influence are strong, among other things due to tradition, history and trust within the fair industry.

The 13th International Motorcycle Fair "Motopassion" was held at the same time. The expert jury of the Belgrade Fair awarded recognitions to exhibitors and participants in several categories. The accompanying program was marked by two major sporting events. Nemanja Milovanović, the champion of Serbia and the driver of the "Planetwin 365" team, and Roman Rusinov, the main driver and manager of the G-drive Racing team, the only Russian driver who is also the world champion. Numerous events have been organized, including a panel entitled "Digitalization in the electric car industry", organized by PKS, ETF and SANU, and a scientific conference "YOURS 2019 - Young Researchers Conference 2019", organized by the Ministry of Education, Science and Technological Development and Scientific in addition to promotional prices and terms of purchase. Visitors were able to try out test and demo rides of electric scooters, bicycles and scooters and learn about safe driving techniques.

The business segment of the fair was the most important, gathering importers and distributors of all world car brands, manufacturers of auto parts and equipment, representatives of related industries, professional organizations, associations, clubs. With 140,819 visitors, in that time interval, the fair was the largest auto-moto event in the world.

Number of exhibitors: 410
Exhibition space: 41,000 sq.m.
Visitors: 140,819

www.sajamautomobila.rs



International Building Trade Fair - SEEBBE (UFI)

The leading fair event in the construction industry in Southeast Europe, the 45th International Building Trade Fair - SEEBBE, under the slogan "Building the future together", was organized from 17 to 20 April 2019, which in addition to a large business visit and business segment, offered attractive content for a wider circle of visitors. More than four decades of experience in the organization, positioned the fair in all areas of construction and determined its international character and leadership status.

The largest international fair in the field of natural stone and related industries - the 11th International Stone Fair STONEEXPO SERBIA was held within the fair. A particularly important segment were two commodity groups: "Real Estate and Investment" and "Architecture and Urbanism". Within them, investment projects were presented, which are a chance for domestic and regional builders. Visitors were able to buy materials, products and tools for renovation, restoration and reconstruction, construction, as well as interior and exterior furnishing at the most favorable prices and special conditions.

The expert jury of the Belgrade Fair awarded recognitions to exhibitors and participants in several categories. All eminent domestic and foreign construction manufacturers, distributors and traders performed in six fair halls and in the open space of the Belgrade Fair. New technologies, due to the constant need for innovation and progress in the construction industry, were present at the fair, IT, digital, communication technologies, as well as all kinds of specialized, application software.

Number of exhibitors: 605
Foreign: 197 from 30 countries
Exhibition space: 20,641 sq.m.
Visitors: 29,499

www.sajamgradjevine.rs



Fair of Technics and Technical Achievements (UFI)

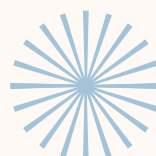
Based on the presentation of innovations and new technologies, at the "Factories of the future", industrial automation, power and energy infrastructure, the 63rd International Fair of Technics and Technical Achievements Fair was organized from 21 to 24 May 2019. The fair attracted the international business community, with interest in new arrangements with domestic companies.

The fair was a unique regional event that presented technical and technological trends, the development of Industry 4.0, digitalization that brought revolutionary changes in the development and way of doing business. This concept indicates new possibilities and challenges, directs to the recognition of new influences and consequences of accelerated technical-technological developments. The most successful participants were awarded with the traditional awards and recognitions "Step into the future".

On the occasion of the successful realization of the fair, the Belgrade Fair supported the winner of the national competition for the best technological innovation in Serbia in 2018, the company 3F-Fit Fabricando Faber, whose project "Motimove - pacemaker for movements", together with other finalists of this competition, was presented to the fair. With this donation, the Belgrade Fair continues to support the development and promotion of innovation and new technologies, as conditions for overall technical-technological and economic progress.

Number of exhibitors: 684
Foreign: 309 from 31 countries
Exhibition space: 18,463 sq.m.
Displayed times: 17,449

www.sajamtehnike.rs



International Belgrade Book Fair (UFI)

The most visited cultural and literary event in Southeast Europe, the 64th International Belgrade Book Fair was organized from October 20 to 28, 2019, under the slogan "Letter = Chapter". As many as 667 fair programs and promotions dedicated to publishing production and significant anniversaries were organized within the fair (15% more than in the previous year).

The country's guest of honor was the Arab Republic of Egypt. Traditionally, in a festive atmosphere, the fair awards were given in the categories of publisher of the year, publishing endeavor of the year, publisher from the diaspora, children's book of the year, Bogdan Kršić award for best book, best children's book, and special awards for young designer, for contribution to science and special recognition for a publisher, book or comic.

The international literary public, numerous writers, translators and publishers were guests of the fair. David Van from the USA, Nermin Yildirim from Turkey, Sergej Shargunov from Russia and Laura Cynthia Eranjauskaitė from Lithuania. The traditional School Day was also organized, intended for organized visits of students, teachers, school librarians, students and professors.

The Fair of Education and Teaching Aids and the Fair of Information, Communication and Marketing "Media Market" were also organized within the fair.

Number of exhibitors: 500

Foreign: 60 from 20 countries

Exhibition space: 30,000 sq.m.

Number of visitors: 148,464

www.sajamknjiga.rs



International Furniture Fair (UFI)

The most important event for the creative furniture industry, design, production and distribution of furniture, wood industry and related industries in Southeast Europe, the 57th International Fair of Furniture, Equipment and Interior Decoration, was organized from 5 to 10 November 2019, with a much larger visit to compared to last year, foreign buyers as well as professionals, most of whom were architects.

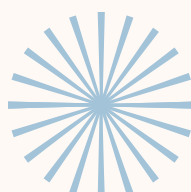
The fair programmatically focuses on design-oriented companies, and on the business plan by strengthening business visits through the introduction of the Hosted Buyers program. The fair gathered renowned designers, buyers and distributors from all over the world, as well as a large number of visitors.

The fair focuses on new ideas, premieres, top design, innovative technologies, quality and functional furniture. An exhibition Young Designers was organized for the younger generation of designers from the region. The entire wood industry was presented at the fair, from the phase of primary wood processing to the production of final products, interior design, as well as product promotion of all related industries, manufacturers of various raw materials and machines used in furniture production. Within the fair, the 57th International Fair of Machines and Tools in the field of wood industry was organized.

The Golden Key Award was given by a decision of an international jury. The award ceremony aims to highlight and put in the foreground what is quality and as such be a relevant incentive for the whole environment.

Number of exhibitors: 508
Exhibition space: 29,000 sq.m.
Number of visitors: 65,000

www.sajamnamestaja.rs



Fairs and Events Held in 2019.

FEBRUARY	BEEKEEPING EXHIBITION	09 - 10.
	HOUSING FAIR EXPO XII	18 - 20.
	TOURISM FAIR UFI	21 - 24.
	HORECA	21 - 24.
	BEOWINE	21 - 24.
	TEXTILE SHOW	28. - 02.
MARCH	NAUTIC SHOW	01 - 05.
	CACIB	10.
	MOTOR SHOW OICA	22 - 31.
	MOTOPASSION	22 - 31.
APRIL	HORTICULTURE FAIR	04 - 07.
	BELGRADE CHILDREN FAIR	05 - 07.
	COSMETICS FAIR	06 - 07.
	FAIR OF SECONADY VOCATIONAL AND ARTS SCHOOLS	15.
	SEEBBE (UFI)	17 - 20.
MAY	TECHNICAL FAIR UFI	21 - 24.
JUNE	BELGRADE FUTURE GAMING	04 - 05.
	PARTNER	25 - 28.
SEPTEMBER	GRAFIMA	25 - 28.

OCTOBER

ECOfAIR	02 - 04.
ENERGY FAIR UFI	02 - 04.
ISEC	02 - 04.
BELFIS	04 - 06.
MEDIDENT	10 - 12.
BELGRADE CHILDREN FAIR	11 - 13.
COSMETICS FAIR	12 - 13.
BOOK FAIR UFI	20 - 27.
EDUCATION FAIR	23 - 27.
MEDIA MARKET	23 - 27.

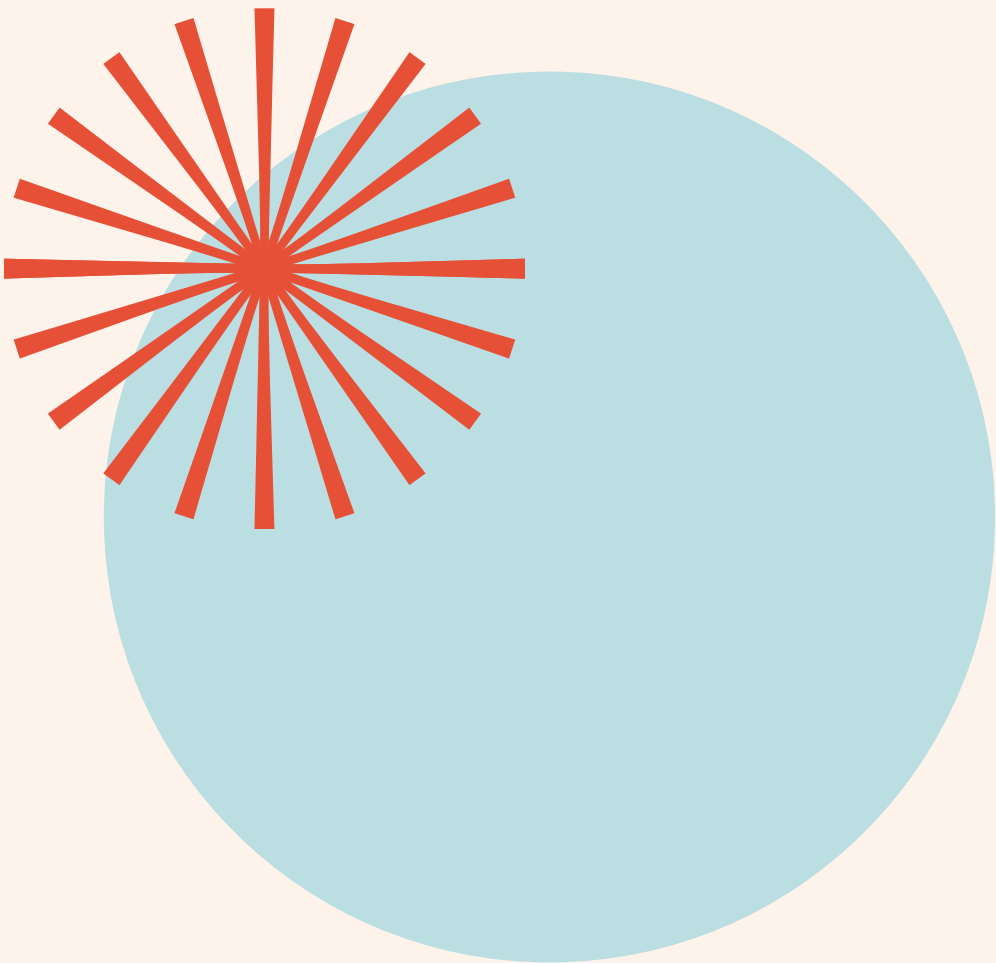
NOVEMBER

FURNITURE FAIR	05 - 10.
MACHINES AND TOOLS FOR WOODWORKING INDUSTRY	05 - 09.
CACIB	17.
SPORTS FAIR	22 - 24.
FAIR OF ETHNIC FOOD	23 - 26.

DECEMBER

IWC	01.
EXPO-ZIM	05 - 08.
FESTIVAL OF SCIENCE	05 - 08.
GAMES.CON	06 - 08.
NEW YEAR'S FESTIVAL	20 - 30.

SUSTAINABLE DEVELOPMENT

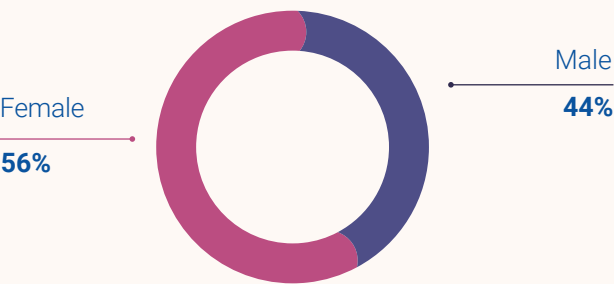


Staff

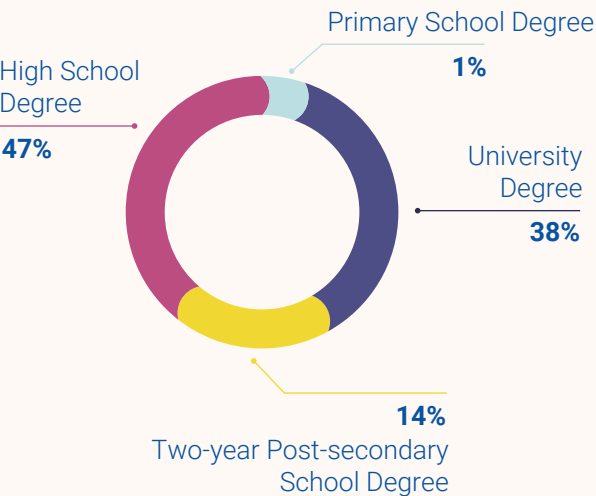
In order to maintain and advance our position as a leader in this part of Europe, we must focus on our employees - their talent, performance, ideas. The human resources strategy of the Belgrade Fair aims to build the competencies we need to achieve our strategic goals and build a corporate culture in which employees cooperate and give their maximum performance. We also want to strengthen teams that are driven by results and success, and that drive our business.

The Belgrade Fair in 2019 had 169 employees, of which 94 were men and 75 women. The average number of years of employees is 47.5. The majority of employees have a university degree or higher, 91 of them (52%), and a secondary education, 76 of them (47%). 159 of them are employed for an indefinite period of time, and 10 for a definite period of time. In 2019, 23 employees received a jubilee award, solidarity assistance from 10 employees.

Structure of gender



Structure of qualification



A good human resources strategy is essential in a time of rapid market movement and demand, especially in the area of digitization. Our sector managers and program leaders are responsible for advancing our positioning strategy, and introducing business innovation.



Social Responsibility

One of the business focuses of the Belgrade Fair is community support and implementation of social responsibility programs. Through these activities, the Belgrade Fair wants to raise awareness of the importance of investing in the community, and to actively participate in improving the quality of life of society as a whole. During 2019, the Belgrade Fair supported four humanitarian organizations, three sports and two cultural organizations, as well as one innovative technological project.

Humanitarian Actions

The Belgrade Fair in 2019 supported the following organizations and projects with donations:

- In cooperation with the Red Cross, the Belgrade Fair donated more than 3 million dinars. This is a traditional action that is realized every year.
- The Belgrade Fair supported the "Bee" project to help educate children with disabilities, organized by the B92 Fund, with a donation to a school from Prokuplje. This action raised a total of 8.2 million dinars, which was presented at the event on the occasion of the National Day of Giving, under the slogan "School of Good People". All funds were used to purchase more than 120 innovative teaching aids for 10,000 founders throughout Serbia.
- The action of the Association of Courage "T-shirt worth one donation" was supported. Hrabriša Association was founded with the aim of providing support to families with children with neurotransmitter diseases.
- The humanitarian organization Little Big People was supported, which helps children with developmental disabilities who live in homes throughout Serbia. Through modern programs, therapies and manifestations, children with disabilities get the opportunity to grow and develop equally, like all other children, in accordance with their abilities and potentials.

Support to the Local Community in the Field of Culture and Sports

The Belgrade Fair in 2019 was supported by a donation from the following organization:

- Naissus Youth Philharmonic
- Red Star Rowing Club
- OFK Belgrade by purchasing sports equipment
- Belgrade Fair provided conditions for organizing a basketball tournament for children "Rajko Žižić". The tournament was traditionally held in Hall 3 of the Belgrade Fair.

Innovation Support

The Belgrade Fair donated to support the winner of the national competition for the best technological innovation in Serbia in 2018, the company 3F-Fit Fabricando Faber, whose project "Motimove - pacemaker for movements", together with other finalists of this competition, presented at the fair. 3F-Fit Fabricando Faber, developed the mentioned device on the application of functional electrical stimulation, and the new system follows the expertise and many years of experience of a team of experts from the Faculty of Electrical Engineering in Belgrade, who are already recognized in the field of development and application of electronic stimulators and wearable systems for people with disabilities in the world.

With this donation, the Belgrade Fair continues to support the development and promotion of innovation and new technologies, as conditions for overall technical-technological and economic progress.



Innovation for the Future

An Affordable City

The Belgrade Fair marked the 5th of June, the Global Exhibition Day, with an exhibition of works by students of the Faculty of Architecture, dedicated to the possibility of renovating the Belgrade Fair complex and redefining its ambient status.

"Affordable city" is the name of the integral design solution for the urban regeneration of the ambient whole, the Belgrade Fair on the coasts of the Sava River and the part of Senjak along with Vojvode Mišića Boulevard, from the Ada Bridge to the Gazela Bridge. This is an application task for master students of the Faculty of Architecture in the school year 2016/2017, which aimed to integrate integrated urban design opportunities to improve mobility and accessibility at the training ground in Belgrade (Belgrade Fair), on the one hand, while on the other hand conceptualizes the spatial-morphological and functional-content basis of regeneration of the urban district (Belgrade Fair, the coasts of the Sava River and the part of Senjak) in order to raise the quality of life and safety and quality movement in the city. With such an approach, one puts the focus of urban design, which means adapting the city to new types of movement, primarily towards public transport, walking and cycling, while the transformation of urban open spaces from roads intended predominantly by cars to streets designed for both people and other types of movement.

Also, on the occasion of marking the World Fair Industry Day in 2019, the Postoffice of Serbia issued an exclusive and limited series of special postage stamps. This philatelic rarity is also part of the tradition of the Belgrade Fair, which values important dates and anniversaries.



Technology is Changing the Future

The Fourth Ministerial Conference of China and 17 Central and Eastern European countries on cooperation in innovation was organized on October 8 and 9, 2019. In the economic part of the "17 + 1" conference, more than 200 companies, universities, institutions, investment funds and science and technology parks from China and 17 European countries presented the latest achievements in innovation, digitalization, artificial intelligence, robotics, mobility, smart cities, agriculture, finance and other areas. In the presence of the Minister of Science and Technology N.R. of China. The conference was opened by Serbian Prime Minister Ana Brnabic and Nenad Popovic the Minister without Portfolio in the Government of Serbia in charge of innovation and technological development. The conference was opened with the performance "Technology changes the future" in Hall 4 of the Belgrade Fair.



During the conference, for the first time in Belgrade, Chinese innovators presented a simulator of high-speed train movement from Beijing to Shanghai in different weather conditions. The most modern holographic projection of the future Serbian-Chinese industrial park in Borca was exclusively presented. According to the agenda of the conference "17 + 1", the Belgrade Declaration was adopted, which establishes a common vision of development based on the innovations of the countries participating in the "17 + 1" mechanism. Of roads and railway infrastructure, as investors in the ironworks in Smederevo, in RTB Bor and the factory "Shandong Linlong Tires" in Zrenjanin, the city of Belgrade plans to purchase the most modern Chinese electric and diesel buses from the Chinese company "Haiger".

Chinese company "Power China" is interested in works related to the construction of the future Belgrade metro, Chinese state company "China Road and Bridge Corporation" is a partner in the construction of the largest industrial park in this part of Europe on 300 hectares in Borca, Chinese company "Jing Long is to take over Ikarbus and start producing electric buses and building a battery factory for buses and cars, and the well-known Huawei is leading partner company in the development of the Smart City project.

The first conference of China and 17 Central and Eastern European countries in this format was held eight years ago as part of the "Belt and Road" initiative. China's investments in those regions, meanwhile, have increased fivefold, while trade has increased by 50 percent.

Prizes and Awards

The Most Creative Campaign

The campaign, which was designed and led by the team of the Belgrade Fair in 2019 on the occasion of marking the Global Exhibition Day (#GED19), won an award in the category of experts from the Union of World Fairs (UFI) and the professional magazine "Exhibition World". "The most creative campaign and activity", in competition with more than 100 submitted projects from all over the world.

On the occasion of marking the World Fair Industry Day in 2019, the Belgrade Fair and the Postoffice of Serbia issued an exclusive and limited series of personalized postage stamps. This postage stamp, with a postcard featuring the painting "Panorama of the Belgrade Fair", the work of academic painter Petar Omcikus, was sent to the whole world, to all members of the Union of World Fairs. The Belgrade Fair presented to the world not only itself and its tradition and culture, but also Belgrade and Serbia, pointing out the great economic importance of fairs and exhibitions.

The Best Communication with the Media

According to the results of the traditional research conducted by the PR agency "Pragma" on the quality of relations with the media and journalists by organizations and public figures in Serbia, the Belgrade Fair, for the second year in a row, is one of the most impressive in the category of city institutions and companies and media relations.

The "Journalist - Your Friend" survey reflects the views of 300 Serbian media journalists, conducted for the eighteenth time in a row, analyzing the quality of media relations of organizations and public figures in several categories and choosing organizations that have the best channels and means of communication with journalists.

"Defense" Plaque

The traditional recognition for the associate of the year - the Plaque of the Ministry of Defense, was awarded to the Belgrade Fair. The Belgrade Fair received the plaque of the Media Center "Defense" for cooperation in the realization of the appearance of the Media Center at the Belgrade Book Fair, as well as at the fair NGO PARTNER.



Investments

In order to maintain competitiveness the company continuously invests in the modernization of infrastructure. Also, there are continuous investments in innovative projects and marketing.

The Belgrade Fair pays great attention to the modernization of the exhibition space and infrastructure as a whole, which is a permanent job, and whose effects are seen by over 700,000 visitors from all over the world, every year.

In 2019, the largest investments were directed to Halls 3 and 5, as well as the parking space within the fair.

Hall 3

As part of the investment works, a canopy was set up at the pedestrian entrance to the fair.

Before



After



Hall 5

In 2019, the ceiling of the hall was completely renovated and adjusted to modern needs, a supporting structure for ceiling mounting of audio video equipment was installed, which allows exhibitors additional benefits and modernization of performances.

Before



After



Thanks to the constant increase in the number of exhibitors and visitors, the Belgrade Fair expanded its parking space by 300 places in 2019.

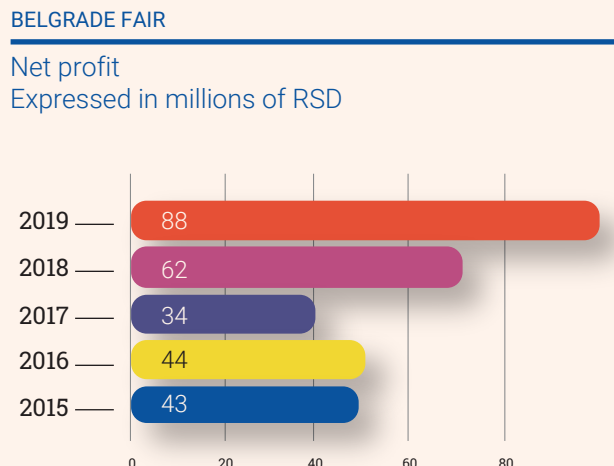
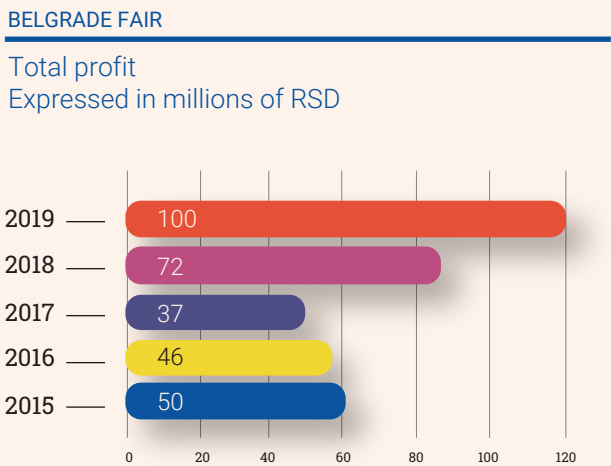
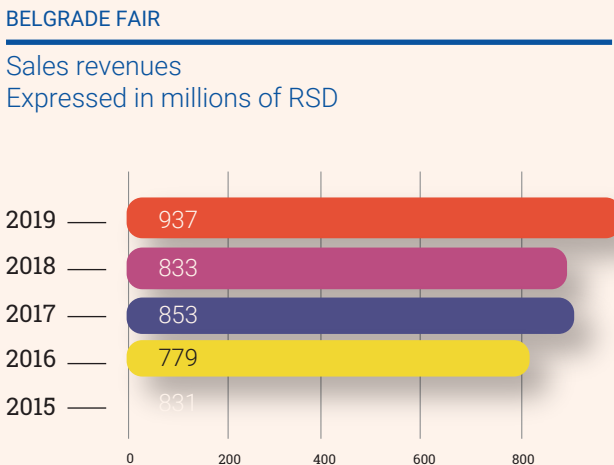
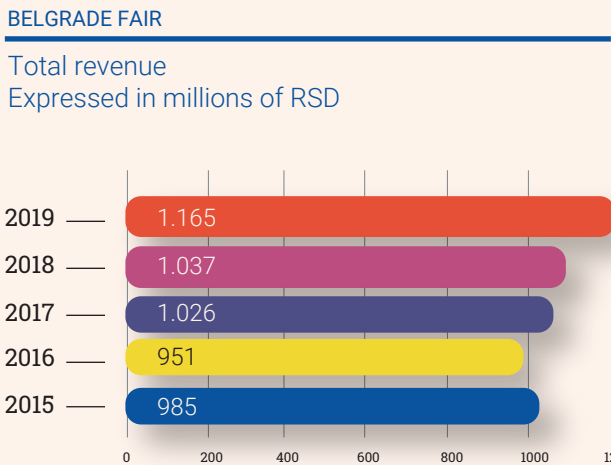
Before



After



Profit and Loss

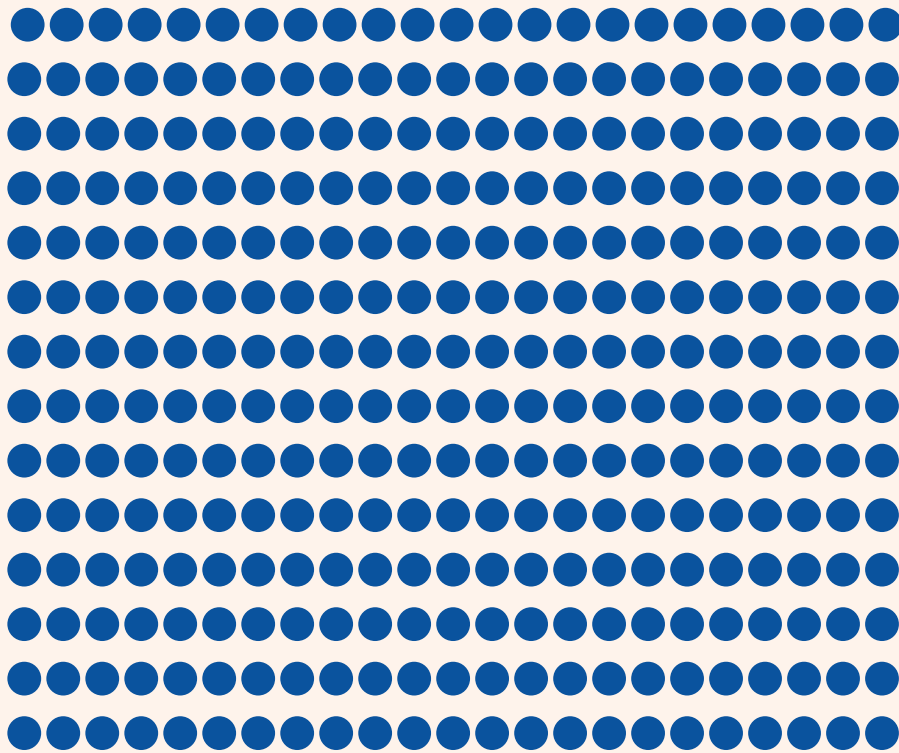


Balance Success

DESCRIPTION	2019	2018	2017	2016	2015
OPERATING INCOME	1.139.242.518	1.003.130.233	1.002.465.433	914.241.893	942.068.074
INCOME FROM SALES	937.301.680	832.927.602	853.080.072	778.908.684	831.149.759
OTHER OPERATIONAL INCOMES	201.940.838	170.202.630	149.385.361	135.333.209	110.918.314
OPERATING EXPENSES	1.037.233.279	954.083.210	940.000.568	871.612.772	901.115.884
PROFIT FROM OPERATIONS	102.009.239	49.047.023	62.464.865	42.629.121	40.952.190
BUSSINESS LOSS					
FINANCIAL INCOME	3.428.022	7.219.737	5.358.181	14.259.042	16.986.451
FINANCIAL EXPENSES	6.630.619	6.624.278	30.358.499	5.687.480	13.021.070
OTHER INCOME	22.710.614	26.288.334	17.891.606	21.460.655	25.801.382
OTHER EXPENSES	21.052.973	3.886.794	15.876.826	25.486.626	31.741.319
PROFIT FROM BUSSINES PROCESS - BEFORE TAXING	100.464.283	72.044.022	39.479.327	47.174.712	38.977.635
LOSSES FROM BUSSINES PROCESS					
PROFIT ON BUSSINESS IN SUSPENSION					
LOSSES ON BUSSINESS IN SUSPENSION		949.344	2.557.778	1.024.535	2.785.522
PROFIT BEFORE TAXTATION	100.464.283	71.094.678	36.921.549	46.150.177	36.192.113
LOSSES BEFORE TAXATION					
PROFIT TAX	12.202.044	9.371.366	1.932.553		
DEFERRED TAX ASSETS		339.384			6.902.797
DELAYED TAX PAYMENT LIABILITIES	525.003		417.849	1.963.255	
NET PROFIT	87.737.236	62.062.696	34.571.147	44.186.922	43.094.910
NET LOSS					
INCOME SUMMARY	1.165.381.154	1.036.638.304	1.025.715.220	950.818.942	984.855.907
EXPENSES SUMMARY	1.064.916.871	965.543.626	988.793.671	904.668.765	948.663.794

Calendar 2020

January 2020	30.1. - 1.1. AGRO BELGRADE										
February 2020	01 - 02. BEEKEEPING EXIBITION	20 - 23. TOURISM FAIR UFI	20 - 23. HORECA	20 - 23. BEOWINE							
March 2020	19 - 25. BG CAR SHOW	19 - 25. MOTOPASSION									
April 2020	02 - 06. NAUTIC SHOW	03 - 05. BELGRADE CHILDREN FAIR	04 - 05. COSMETICS FAIR	09 FAIR OF SECONADY VOCATIONAL AND ARTS SCHOOLS	22 - 25. SEEBBE UFI	22 - 25. HORTICULTURE FAIR					
May 2020	01 - 03. KNIGHTS & LEGENDS	19 - 22. TECHNICAL FAIR UFI									
June 2020	02 - 03. BELGRADE FUTURE GAMING										
September 2020	23 - 26. GRAFIMA, BIROEXPO										
October 2020	02 - 04. BELFIS	02 - 04. BELGRADE CHILDREN FAIR	03 - 04. COSMETICS FAIR	06 - 08. ENERGY FAIR UFI	06 - 08. ECOFAIR	06 - 08. 122 EXPO	15 - 17. MEDIDENT	24.X - 1.XI BOOK FAIR UFI	28.X - 1.XI EDUCATION FAIR	28.X - 1.XI MEDIA MARKET	28.X - 1.XI EQUAL
November 2020	10 - 15. FURNITURE FAIR	10 - 14. MACHINES AND TOOLS FOR WOODWORKING INDUSTRY	26 - 29. FAIR OF ETHNIC FOOD	26 - 29. EXPOZIM	27 - 29. SPORT FAIR						
December 2020	06. XI WOMEN CLUB BAZAR	06. XI CACIB	10 - 13. FESTIVAL OF SCIENCE	18 - 30. NEW YEAR'S FESTIVAL							



✉ info@sajam.rs

📍 Bulevar vojvode Mišića 14, 11000 Beograd, Srbija

🌐 beogradskisajam.rs

☎ +381 11 2655 555

📞 +381 11 2688 173