



## MBAfair™ 2007: Exhibition Report

Belgrade, March 19, 2007

Dear MBAfair™ 2007 Exhibitors,

First and foremost I want to thank you for your continuing patronage to the MBAfair™. We have received quite a few compliments, but would like to receive the critique and the suggestions that should make your future participation even more successful. One thing is for sure, we need to make better use of your time prior to and after the show to get more feedback as well as for you to share the thoughts and the market intelligence among yourself in the spirit of the friendly cooperation. We need all the help possible to convince the employers that sending their employees to an MBA program is worth their while and represents a great investment in their human capital.

We hope that our cooperation with the HR Association ([www.hr-asocijacija.org.yu](http://www.hr-asocijacija.org.yu)) and the coincidence of their annual Knowledge Fair produced some mutually beneficial results. I thought it important to introduce EMBA to the HR community since they are frequently if not the decision makers, then the important influencers. We are certain that all of their 80+ registered participants have visited the MBAfair™.

We had almost 300 visitors that registered on our web site and some 50 that have registered at the door (this additional list will be sent to you shortly). With about 80 HR professionals, that makes a total of **430 visitors**. This explains the busy 4 hours we have had last week. There were **15 exhibitors**.

**The average visitor age was 28. The average work experience was 4.3 years.**

Please take a few minutes to send us your feedback that should help us serve you better in the future. Our goal is to grow the MBAfair™ to be the premier source for your student recruitment and the web site the MBA resource for this country and the region.

Best regards,

Danilo Goliani  
Organizing Committee

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