



5th International MBafair™ 2009 SPRING
March 10, 2009 - Hyatt Regency Hotel Belgrade, Serbia

Post Show Report

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| EXHIBITORS | 13 exhibitors <i>11 international exhibitors, 2 Serbian</i> Universities, Business Schools, MBA programs and training and business consultancy. |
| REPRESENTED | Canada, Cyprus, Greece, Hungary, Italy, Serbia, Switzerland, USA. <i>Total number of countries : 8.</i> |
| VISITORS | 218 visitors, average age 28.9 years, average work experience 6.4 years. |
| VISITOR PROFILE | From GMs and Presidents of the companies to sales executives and from recent graduates to Sales and HR managers. A few expats. Some students in their final year and a few recent graduates w/o experience. Predominantly private sector, but some from Public companies and Utilities and Government ministries. Also, media and academicians. |
| MEDIA SPONSORS | 24 sata, Blic, Danas, eKapija, Ekonomist, Infostud, Politika, Singidunum Weekly, Trip. |
| PROMOTION | We have applied a combination of direct mailing and focused advertisement campaign in the leading magazines and newspapers read by your target group of young professionals and the brightest recent graduates. We have gotten a significant visitor ship as a result to our direct mailing to company directors and HR managers. We recognize that the choice of the expensive premier exposition location, the Hyatt Regency Hotel, serves as a deterrent to non-qualified or sub-qualified visitors. |
| ANALYSIS | The number of visitors of the SPRING '09 edition is lower than the FALL '08 edition (35% drop). We contribute this lower attendance to global economic situation. What was also different this year as compared to previous editions is that the HR directors and managers have not sent their employees to the show. On the other hand most of the visitors indicate that they would be funding their MBA studies themselves. The exhibitors report that significant number of visitors has enquired about the scholarship programs. |
| VISITOR SATISFACTION | The visitors, from their point of view, stated that they were satisfied with the exhibition. A number of them mentioned the absence of UK and US universities. That comment will help us in focusing our sales and promotion efforts. |
| PRESENTATIONS | Some School/Program presentations were very well visited. This is the result of the collaboration promotion efforts between the exhibitors and the organizer as well as exhibitor's animation of their own pool of potential students. |

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