

# Executive Summary

## International Conference & Exhibition

### Fats & Oils Belgrade

26 April 2018

Crowne Plaza Belgrade

#### Introduction

Organised by AgriPro, in collaboration with and support from INDUSTRIJSKO BILJE (Business Association "Industrial Plants" of Serbia); International Conference & Exhibition, Fats & Oils Belgrad will be held on 26 April 2018 at Crowne Plaza Hotel, Belgrade.

Belgrade is located at the confluence of the Sava and Danube rivers, where the Pannonian Plain meets the Balkans. Its name translates to "White city". The urban area of the City of Belgrade has a population of 1.34 million, while over 1.65 million people live within its administrative limits. One of the most important pre-historic cultures of Europe, the Vinča culture, evolved within the Belgrade area in the 6<sup>th</sup> millennium BC.

With its museums, cultural centres and vibrant nightlife Belgrade has recently become one of the favourite tourist destinations in Europe.

#### Purpose

There is no other regular international fats & oils event, held in sequence in Europe, other than "Fats & Oils Istanbul" in Istanbul, Turkey. AgriPro decided to diversify the now successful event by taking it to other commodity oriented major cities of Europe, beginning with Belgrade, Serbia in 2018. We plan to take the event in the coming years to places like Bratislava, Bucharest, Warsaw, Bucharest and possibly Rotterdam.

Top speakers from all over the world will appear at "Fats & Oils Belgrade". The keynote speech, will be delivered by Ms. Emily French of ConsiliAgra, Chicago.

This inaugural pan-European conference and exhibition will be the perfect marketing and networking opportunity for exporting countries' trade bodies, traders, brokers, fats & oils producers, international trading companies, manufacturing equipment suppliers, as well as side industries like banking, shipping, insurance and surveying.

AgriPro, proved to be capable of organising events of this size and diversity by successfully executing "Corn Oil Istanbul" in January 2010 and "Fats & Oils Istanbul" in 2010 & 2011 and consequently "Fats & Oils Istanbul/Feeds & Grains Istanbul" in 2012, 2013, 2014, 2015, 2016 and 2017, which have become an established activity in international commodity calendar. Industry members and sponsors alike, expressed their utmost satisfaction with these past 9 events.

We expect around 150 domestic and international participants to take part in "Fats & Oils Belgrade", 2018.

#### Sponsorship

We, at this stage expect, Platinum, Gold, Silver, Bronze and Technical Sponsors and about 5-6 exhibitors to support the event.

The participation for the conference will be set at € 300 per person, which will include entry to all sessions, networking breakfast, business lunch, 2 coffee breaks and the Conference Cocktail.

AgriPro Limited  
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