

55. MOS

13-17 SEPTEMBER 2023

THE BIGGEST FAIR EVENT OF THE YEAR!



FINAL REPORT

For over 55 years, the MOS fair has been the grandest trade fair event in Slovenia and the surrounding area, earning the title "fair of all fairs." Over the course of five decades, the fair has shaped many successful business stories and new partnerships, educated and provided visitors with valuable feedback.

ALL IN ONE PLACE AND THE 5 SEGMENTS OF MOS

Home construction and renovation, as well as energy solutions, business services, digital solutions, education, sustainable and green tourism, culinary and consumer products, entertainment, and leisure activities, are all gathered in one place. Direct contact with potential partners and buyers is a key advantage of our fair, as it is still believed that genuine human contact is the deciding factor in business deals.

55th MOS was showcased in the following segments: **MOS DOM, MOS TURIZEM, MOS TEHNIKA ENERGETIKA, MOS B2B** and **MOS PLUS**.

Once more, MOS presented a fantastic platform for new economic development, innovation and growth.



FAIR STATISTICS 2023

FACTS & FIGURES



65,000
VISITORS

FROM 13 COUNTRIES
Austria,
Bosnia and
Herzegovina,
Czech Republic,
Montenegro,
Croatia, Italy,
Kosovo, Hungary,
Macedonia,
Germany, Poland,
Slovenia, Serbia



MORE THAN
600
EXHIBITORS



MORE THAN
1,000
BRANDS



DIRECT
EXHIBITORS
10
COUNTRIES

Austria,
Bosnia and
Herzegovina,
Czech Republic,
Croatia,
Italy,
Hungary,
Germany,
Poland,
Slovakia,
Slovenia



DIRECT AND
REPRESENTED
EXHIBITORS
22
COUNTRIES



MOS 2023 – EXHIBITION PROGRAMME BY FAIR HALLS

A

CONSUMER
PRODUCTS AND
PRODUCTS FOR
PERSONAL USE



C C1

TOURIST
DESTINATIONS
AND CUISINE

D

CARPENTRY, GARAGE AND
INDUSTRIAL DOORS, INTERIOR
AND EXTERIOR BLINDS,
AWNINGS, FENCE SYSTEMS,
HOUSE CONSTRUCTION,
EXTERIOR DESIGN, FLOOR
COVERINGS, INTERIOR FITTINGS

E

FURNITURE AND INTERIOR
FITTINGS, KITCHEN
FURNITURE, BEDS, STOVES,
LIGHTING, CLEANING
SYSTEMS



K

EQUIPMENT AND TOOLS
FOR COMPANIES AND DIY
CRAFTSMEN, PROFESSIONAL
ENERGY SOLUTIONS,
CAMPING & CARAVANNING



L

ENERGETICS, PHOTOVOLTAICS,
SANITARY AND MECHANICAL
INSTALLATIONS, WATER
TREATMENT PLANTS AND
COMMUNAL EQUIPMENT,
LOGISTICS AND
INFRASTRUCTURE SERVICES

L1

MINISTRIES, DIGITIZATION, OZS,
REGIONAL TRADE AND BUSINESS
CHAMBERS, PROFESSIONAL SECTIONS
OF THE OZS, PRESENTATIONS OF
PROFESSIONS, INFORMATION
COMMUNICATION TECHNOLOGIES
AND BUSINESS SERVICES, MOS'S
ENTREPRENEURIAL TALENTS



ZP

MOS DOM,
MOS TEHNIKA
ENERGETIKA,
MOS PLUS

EXHIBITORS

600



EXHIBITORS

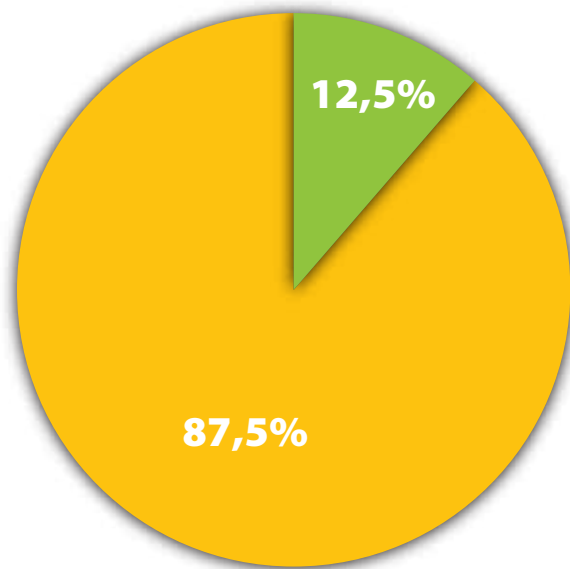
1,000



BRANDS

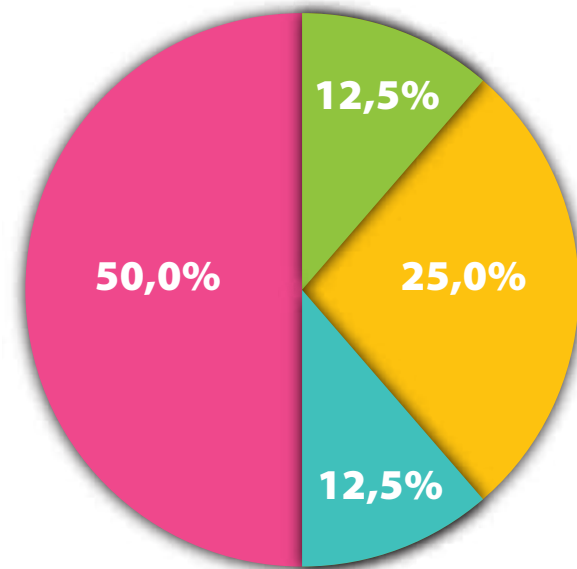
GREAT LOYALTY OF EXHIBITORS

EXHIBITING AT THE FAIR



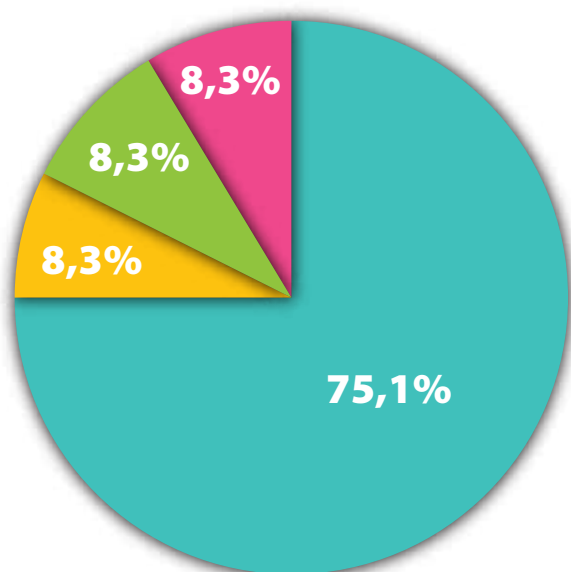
THE SECOND TIME ■
THE THIRD TIME OR MORE ■

REASON FOR APPEARING AT THE FAIR



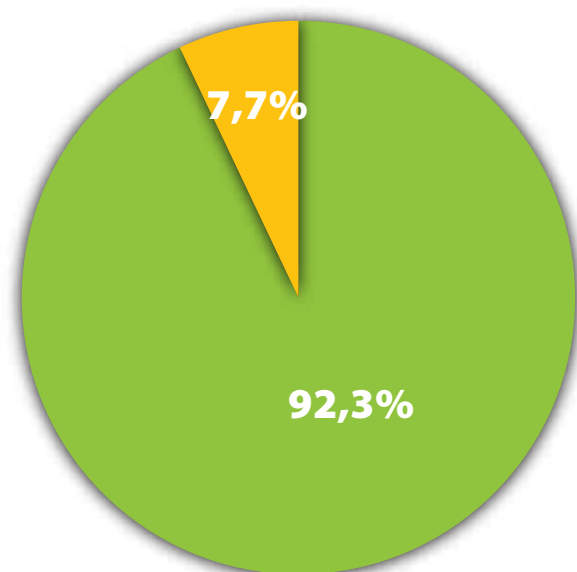
■ PROMOTING NEW PRODUCTS/SERVICES
■ SEARCHING FOR NEW CUSTOMERS
■ SELLING AT THE FAIR
■ PROMOTING THE COMPANY AS AN ENTITY

ADVANTAGES OF ATTENDING THE FAIR ACCORDING TO THE EXHIBITORS' OPINION



PERSONAL CONTACT ■
COLLECTING INQUIRIES AND CONTACTS ■
MANY PEOPLE IN ONE PLACE ■
THE BEST WAY TO PRESENT YOUR COMPANY/BRAND ■

SATISFACTION WITH THE VISITOR RESPONSE



■ YES ■ NO

VISITORS

 65,000

VISITORS

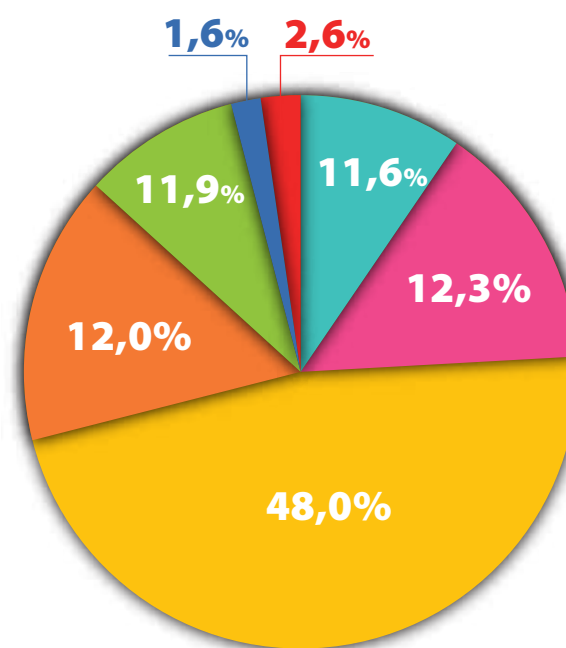
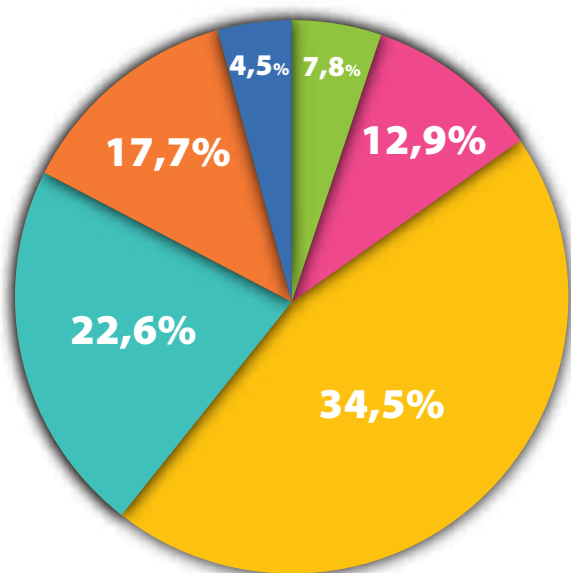
28% BUSINESS VISITORS

12% % FOREIGN VISITORS



AGE OF VISITORS

STATUS OF VISITORS

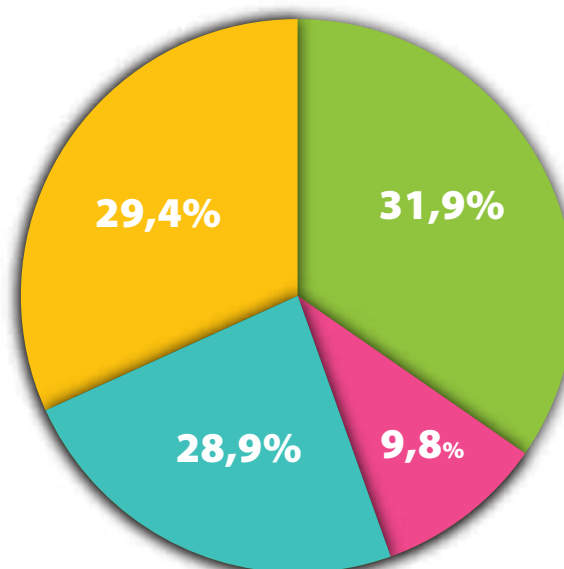
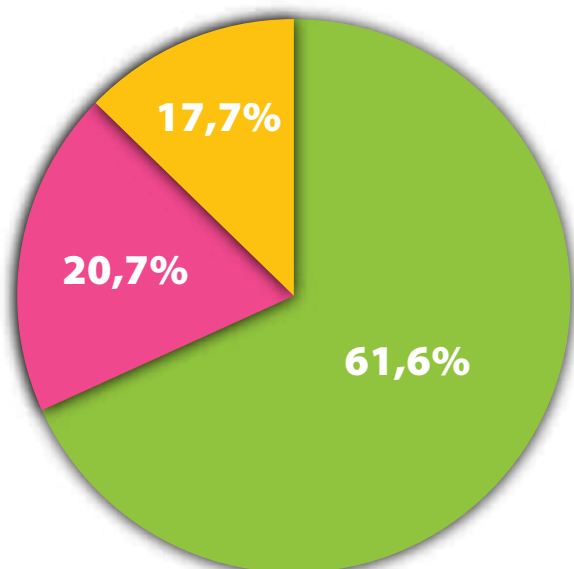


- 15-18
- 19-30
- 31-45
- 46-55
- 56-70
- 70+

- STUDENT
- ENTREPRENEUR, CRAFTSMAN
- EMPLOYEE
- MANAGER/EXECUTIVE
- SENIOR
- HOUSEWIFE/FARMER
- UNEMPLOYED

REASON FOR VISIT

DEAL/PURCHASE AT THE FAIR



- PERSONAL
- BUSINESS
- BOTH

- PURCHASE (WITH FAIR DISCOUNT)
- BUSINESS DEAL
- A LOT OF NEW INFORMATION
- NONE OF THE LISTED

ACCOMPANYING EVENTS

The fair events were once again shaped by our partners' efforts. During various meetings and consultations, both domestic and foreign entrepreneurs obtained important insights for their work. Let us briefly highlight a handful of them:

- **Conference: Opportunities and challenges for businesses and local communities in the green transition and during price shocks in energy markets,** The Slovenian Photovoltaic Association, the Association of Regional Development Agencies, the Society of Energy Celje, and the Celje Fair
- **12th Day of Economic Diplomacy,** Ministry of Foreign and European Affairs
- **International business meeting "Connect2Slovenia",** Advantage Austria, Slovenian Chamber of Crafts and Small Business
- **Presentation of Slovenia as a choice for unique experiences.** "Take your time. To explore. My Slovenia." Slovenian Tourist Board
- **Opportunity for the Slovenian economy within S5,** Ministry of Cohesion and Regional Development
- **Directorate for Internationalization, Entrepreneurship, and Industry – presentation of products/services by participants of past editions of the POPRI competition,** Ministry of Economy, Tourism, and Sport



CRAFTSMEN AND LEARNING ABOUT DIFFERENT PROFESSIONS

Visitors always show a great deal of interest in the Street of Crafts and the demonstrations of craft workshops. Specialists answered all of their questions while they got to know and experience various professions in a single place through hands-on demonstrations.

The CPI, or Centre for Vocational Education and Training, was also on display at the MOS fair for the second year running. This organisation assists and counsels all young visitors in selecting their career path. The ministry of Economy, Tourism, and Sport presented the barista profession, while the Ministry of Agriculture, Forestry, and Food presented the career of forester.

An important aspect of the MOS was the widespread promotion of digitisation by various ministries and companies in this sector. Approaches to digitise education and improve the digital literacy of all educators were showcased. Education must keep up with the rapid advancements in digitalization, which are making it possible to implement increasingly creative teaching methods, sophisticated learning strategies, and interactive processes. At the same time, many professions are disappearing and others are emerging.

MOS NOTICEABLY MORE VISIBLE IN THE SLOVENIAN AREA

It is evident from frequent surveys that the significance of the MOS for the Slovenian economy is becoming increasingly well-known among exhibitors and visitors alike. Businesses and institutions are becoming more aware of the value of trade fairs in ensuring their successful participation on the market. It is our belief that MOS will persist in showcasing and moulding the finest aspects of the national economy while providing access to international markets.

The next MOS will take place from September 18 to 22, 2024.

