

56th MOS

18–22
SEPTEMBER 2024



**WHERE
EVERYONE FINDS
SOMETHING FOR
THEMSELVES!**

FINAL REPORT

AT THE 56th MOS

WE STEPPED OUT OF THE BOX TOGETHER WITH THE EXHIBITORS AND VISITORS AND DISCOVERED NEW OPPORTUNITIES!

MOS is the biggest business expo event in Slovenia and the wider region. Over five decades, the fair has contributed to numerous successful business stories and new partnerships, provided educational contents and helped visitors and exhibitors acquire useful information in various fields.

This year, MOS hosted 650 exhibitors with over 1,100 brands. At the fair, exhibitors present their products and services to the broader public, offering them the opportunity to physically test their products, which is one of the main reasons why people visit the fair. Another key advantage is direct contact with potential partners and buyers, as genuine human contact still tends to be the decisive factor in closing business deals. At MOS, we had approximately 65,000 visitors, which resulted in an astounding number of successful business deals.



MOS IS A UNIQUE OPPORTUNITY WHERE YOU CAN:

- **PRESENT YOUR BRAND**
and your products to a broad professional and general public,
- **ESTABLISH A NETWORK OF BUSINESS CONTACTS**
within your industry,
- **STAND OUT**
by promoting your company in as many as five carefully selected segments that constitute MOS.

THE 5 SEGMENTS ARE:

MOS DOM

Sustainable energy solutions, construction and renovation of residential environment



MOS TURIZEM

Sustainable and green tourism, gastronomy



MOS TEHNIKA & DIGITALIZACIJA

Equipment, technology and digital solutions



MOS B2B

Opportunities for business cooperation and career development



MOS PLUS

Products and services for leisure, healthy lifestyle and e-mobility



SHOWGROUND MAP



MOS B2B

MOS DOM

MOS TURIZEM

MOS PLUS

MOS TEHNIKA & DIGITALIZACIJA

OUTDOOR EXHIBITION AREA

CONGRESS CENTRE

INFORMATION

OUTDOOR EXHIBITION AREA MOS DOM

FAIR STATISTICS 2024 – FACTS & FIGURES

65,000

VISITORS

650

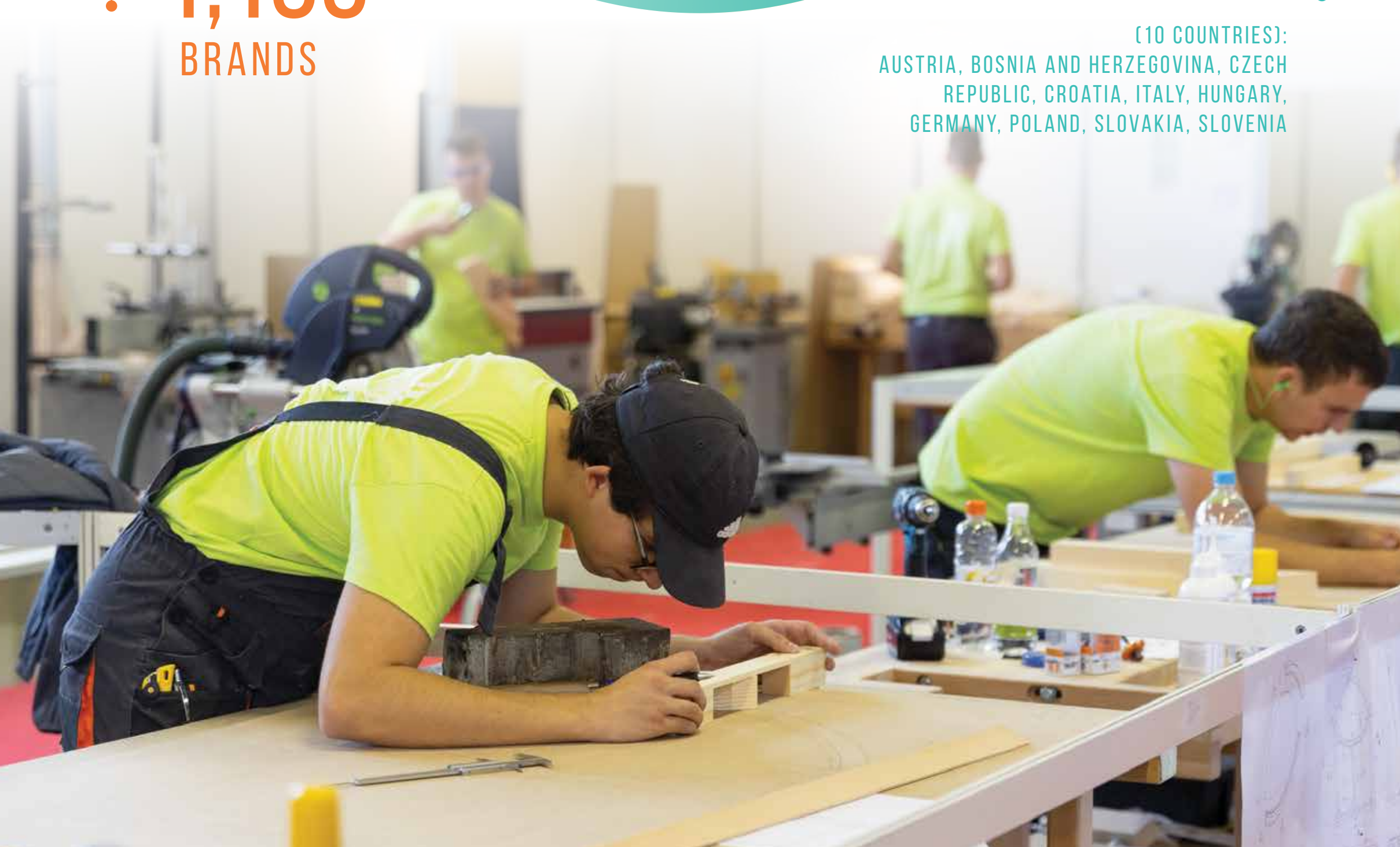
EXHIBITORS

1,100


BRANDS

DIRECT
EXHIBITORS

(10 COUNTRIES):
AUSTRIA, BOSNIA AND HERZEGOVINA, CZECH
REPUBLIC, CROATIA, ITALY, HUNGARY,
GERMANY, POLAND, SLOVAKIA, SLOVENIA

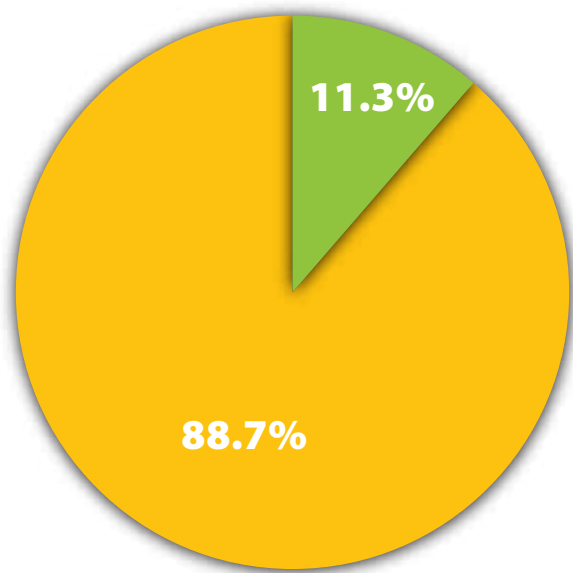


EXHIBITORS


650
 EXHIBITORS

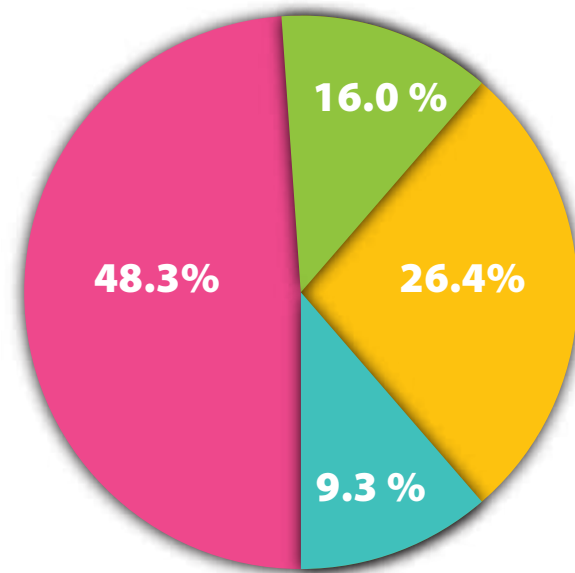
1,100 
 BRANDS

GREAT LOYALTY OF EXHIBITORS EXHIBITING AT THE FAIR



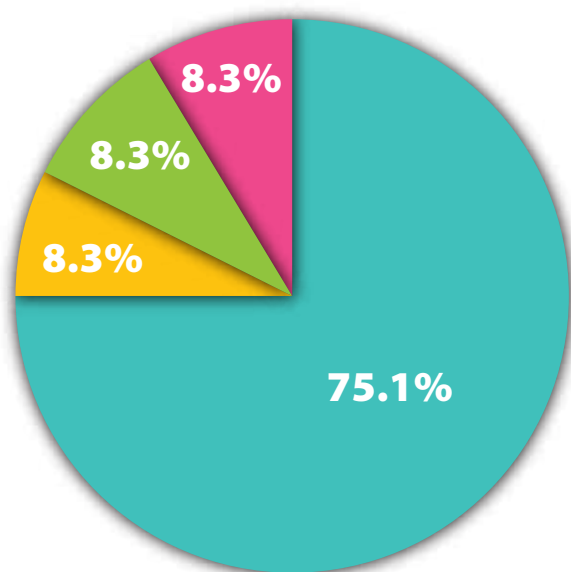
- THE SECOND TIME
- THE THIRD TIME OR MORE

REASON FOR APPEARING AT THE FAIR



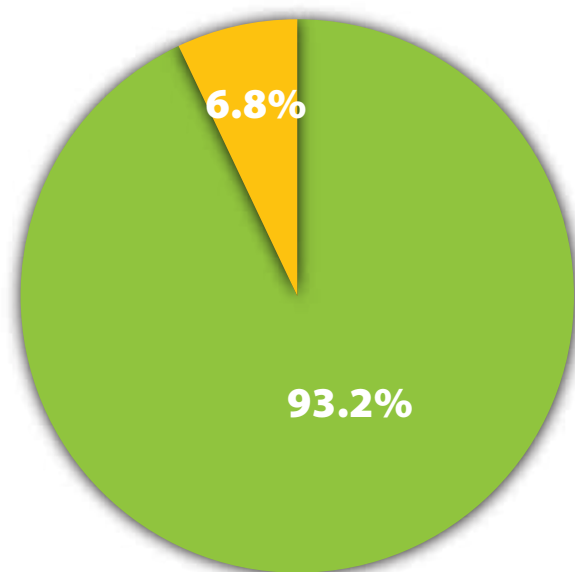
- PROMOTING NEW PRODUCTS/SERVICES
- SEARCHING FOR NEW CUSTOMERS
- SELLING AT THE FAIR
- PROMOTING THE COMPANY AS AN ENTITY

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

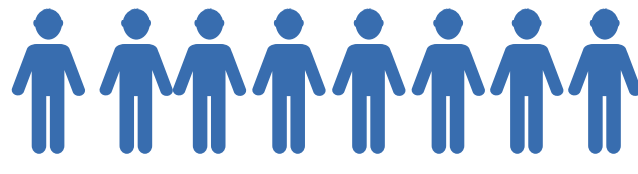
SATISFACTION WITH THE VISITOR RESPONSE



- YES
- NE

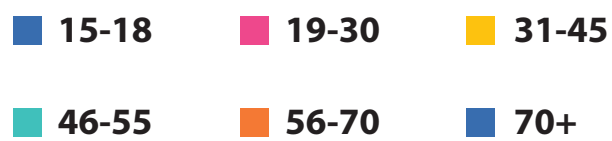
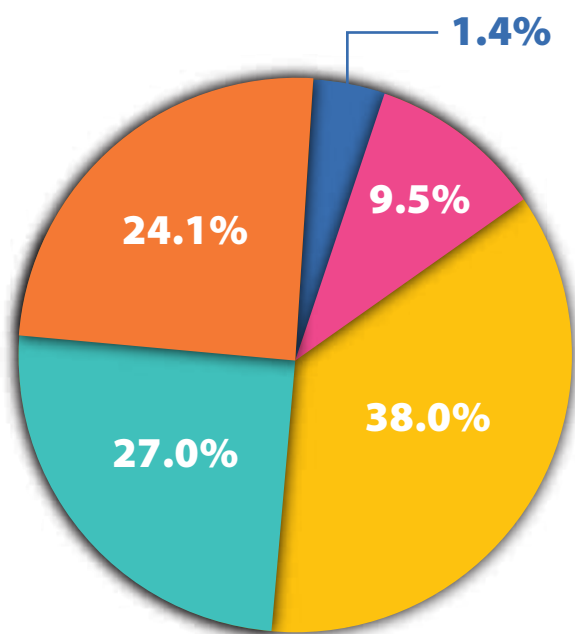
THE BEST WAY TO PRESENT YOUR COMPANY/BRAND

VISITORS

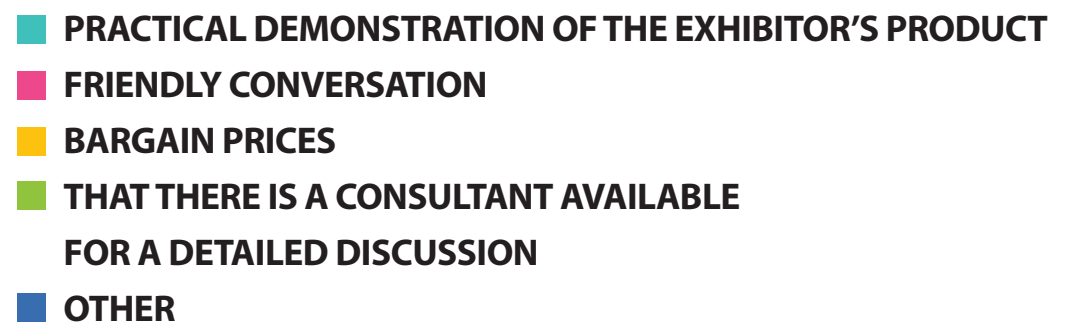
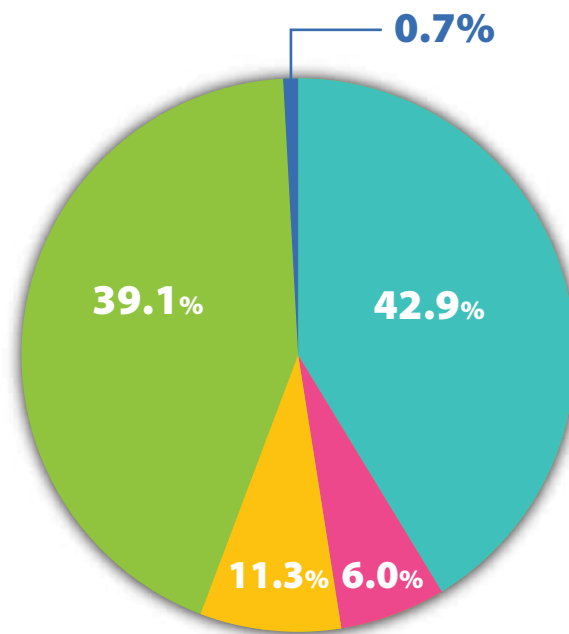
 65,000



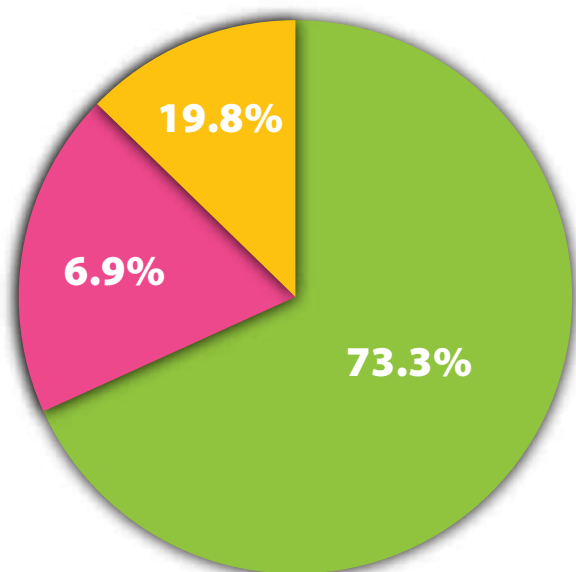
AGE OF VISITORS



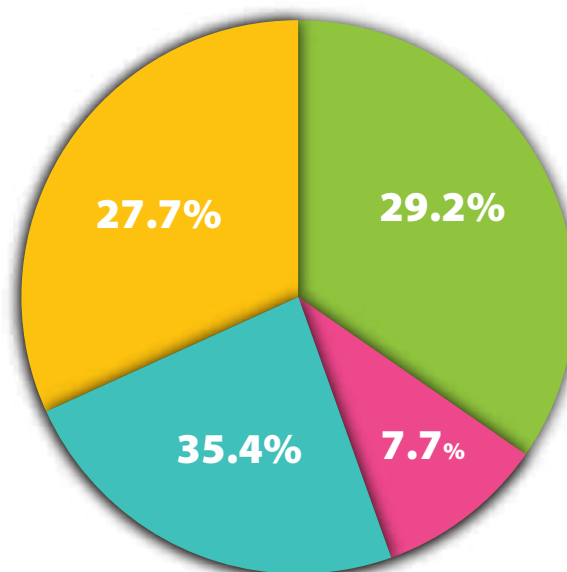
WHAT VISITORS THINK IS IMPORTANT AT AN EXHIBITION SPACE



REASON FOR VISITING



DEAL/PURCHASE AT THE FAIR



SIDE EVENTS

TRANSCENDING TRADITION AND BUILDING THE BUSINESS WORLD OF THE FUTURE

The side events at the fair offer the visitors the opportunity to educate themselves, network, learn about the latest trends and technologies and to expand their knowledge in specific subjects. Moreover, they give them the chance to have direct contact with professionals and exchange experiences with other participants.

Together with our partners, we prepared a variety of interesting side events. At this year's MOS, the best-attended events were those that offered presentations of various professions and practical demonstrations of work:

- **Festival of Professions:** An opportunity to learn about various professions and practical demonstrations, which took place in cooperation with the Institute of the Republic of Slovenia for Vocational Education and Training (CPI).
- **Competition of young professionals in vocational skills SloveniaSkills 2024:** A competition in 13 vocational trades including hairdressing, painting, cooking, waitering, floristry, designing, stonemasonry, mechatronics, ICT, web development, furniture and carpentry and CNC milling.
- **Craft Street:** Presentation of craft occupations and interactive workshops.
- **Career counselling and orientation:** Counselling on choosing a suitable occupation, preparing a Europass CV, presentation of educational programmes and schools.
- **Apprentice Office:** Information on apprenticeship as a form of education.
- **Digital Avenue:** Presentation of professions of the future involving high technology and digitalisation, organised by the Slovenian Technology Forum.



This year's events in the Celje Congress Centre were combined into the MOS Business Days platform. The platform, which promotes economic cooperation, presents innovations on the market, opens up opportunities for international networking and provides insight into current business trends. Various business meetings, round tables, seminars and presentations were held at MOS Business Days.

Save the date for the next MOS!
17-21 September 2025

