

# 3<sup>rd</sup> INTERNATIONAL INDUSTRY AND CONSTRUCTION FAIR

28.5.-30.5.2025.

HOTEL HILLS - CONGRESS CENTER

SARAJEVO



SARAJEVO  
INDUSTRY  
FAIR



# ABOUT THE FAIR

The International Industrial Fair "SARAJEVO INDUSTRY FAIR - SIF" is a significant event in the industrial calendar, bringing together exhibitors and visitors from various sectors, including construction, machinery, and the metal industry. This fair is held in Sarajevo and serves as a platform for showcasing the latest technologies, products, and innovations that are shaping the future of the industry.



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# ABOUT THE FAIR



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One of the key features of SIF is the networking opportunity. Exhibitors have the chance to connect with potential customers, partners, and investors. This aspect of the fair is especially important for companies looking to expand their business or enter new markets. Visitors, on the other hand, can explore the latest industry trends and find solutions to their business challenges.

SIF also offers a variety of accompanying programs, including conferences, workshops, and panel discussions that address key topics in the industry. These activities allow participants to hear from experts in the field, exchange ideas, and discuss future development directions.

Furthermore, fairs like SIF contribute to strengthening the local economy and promoting innovation. They provide support to domestic companies and encourage collaboration between different sectors, which can lead to the creation of new business opportunities and innovations.

Overall, the "SARAJEVO INDUSTRY FAIR - SIF" is not just an exhibition but a significant event that contributes to the development of the industry in the region, fosters collaboration and innovation, and creates a platform for future growth and success for businesses.



# ABOUT THE FAIR

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We also offer excellent conditions for trade show marketing activities for company presentations, as the fair will attract a large number of media, prominent figures, as well as professional buyers, directors, merchants, company owners, managers, marketing managers, and potential investors.



# FAIR GOALS



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As organizers, we would like you, as an exhibitor, to set specific goals for your trade show participation, and we are here to assist you. In order to set these goals, you need to define what exactly you want from our fair, and we can help you with the following:

1. Increasing sales through new orders
2. Introducing new products and services
3. Improving relationships with current customers
4. Market research
5. Opening new markets or areas
6. Gaining media attention
7. Checking the competition
8. Improving the company or brand image
9. Conducting (organizing) sales meetings related to exhibits



# FAIR GOALS



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## GOALS

Setting goals is the first step in any successful trade show marketing activity.

As marketing guru **Lawrence J. Peter** once wrote: *"If you don't know where you're going, you'll probably end up somewhere else."*

## ORGANIZATION

With the organization of this trade show, we have made a step forward in both conceptual and organizational terms compared to trade shows held in neighboring countries.

## REFERENCES

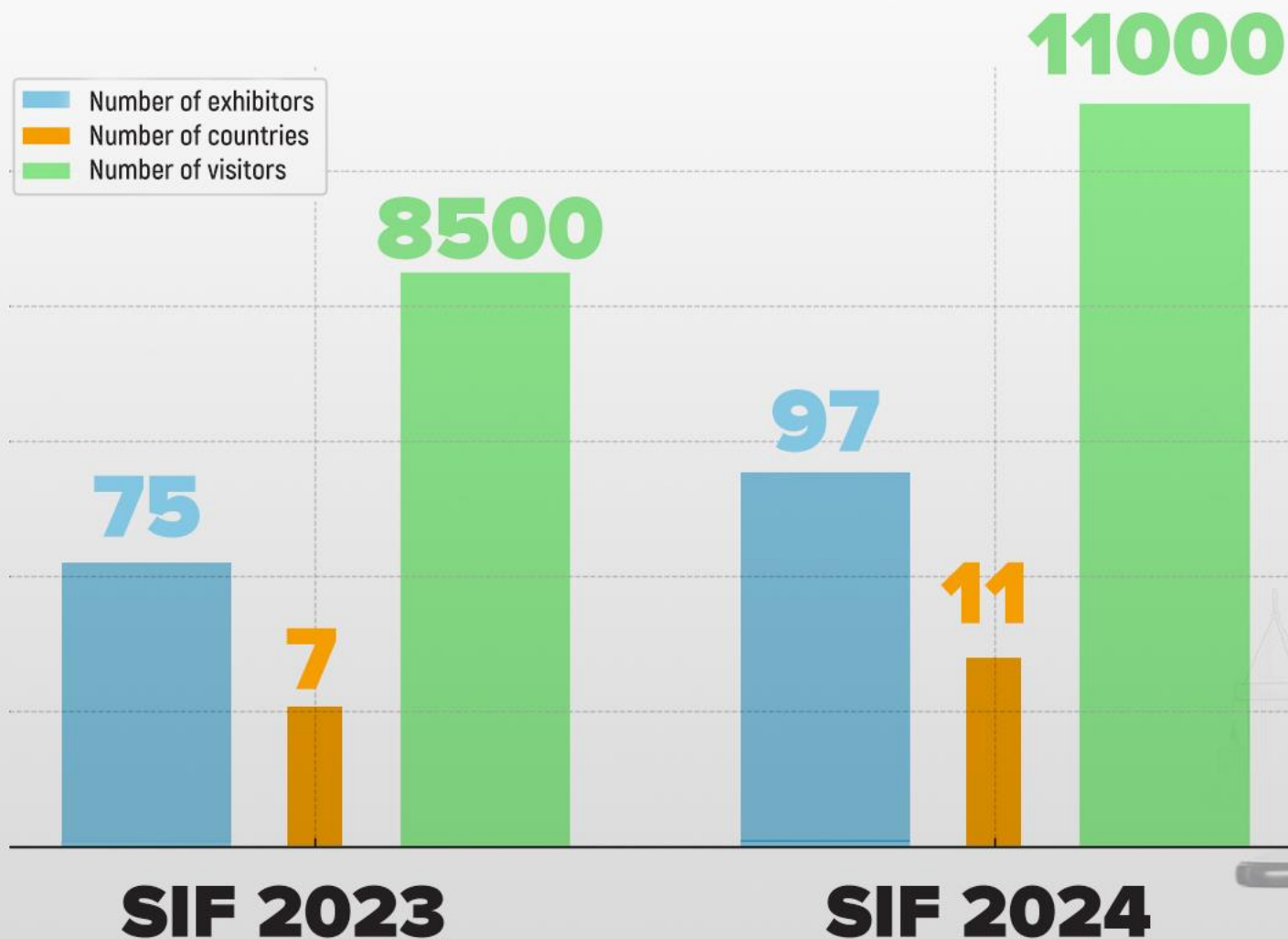
The greatest recommendation and reference behind the organization is the **INTERNATIONAL FURNITURE FAIR "SARAJEVO4WALLS."**



# ABOUT THE EXHIBITORS



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The Sarajevo Industry Fair made significant progress in 2024, increasing the number of exhibitors from 75 to 97, as well as the number of participating countries from 7 to 11. Additionally, the number of visitors grew from 8,500 in 2023 to 11,000 in 2024, demonstrating a growing interest in the event.



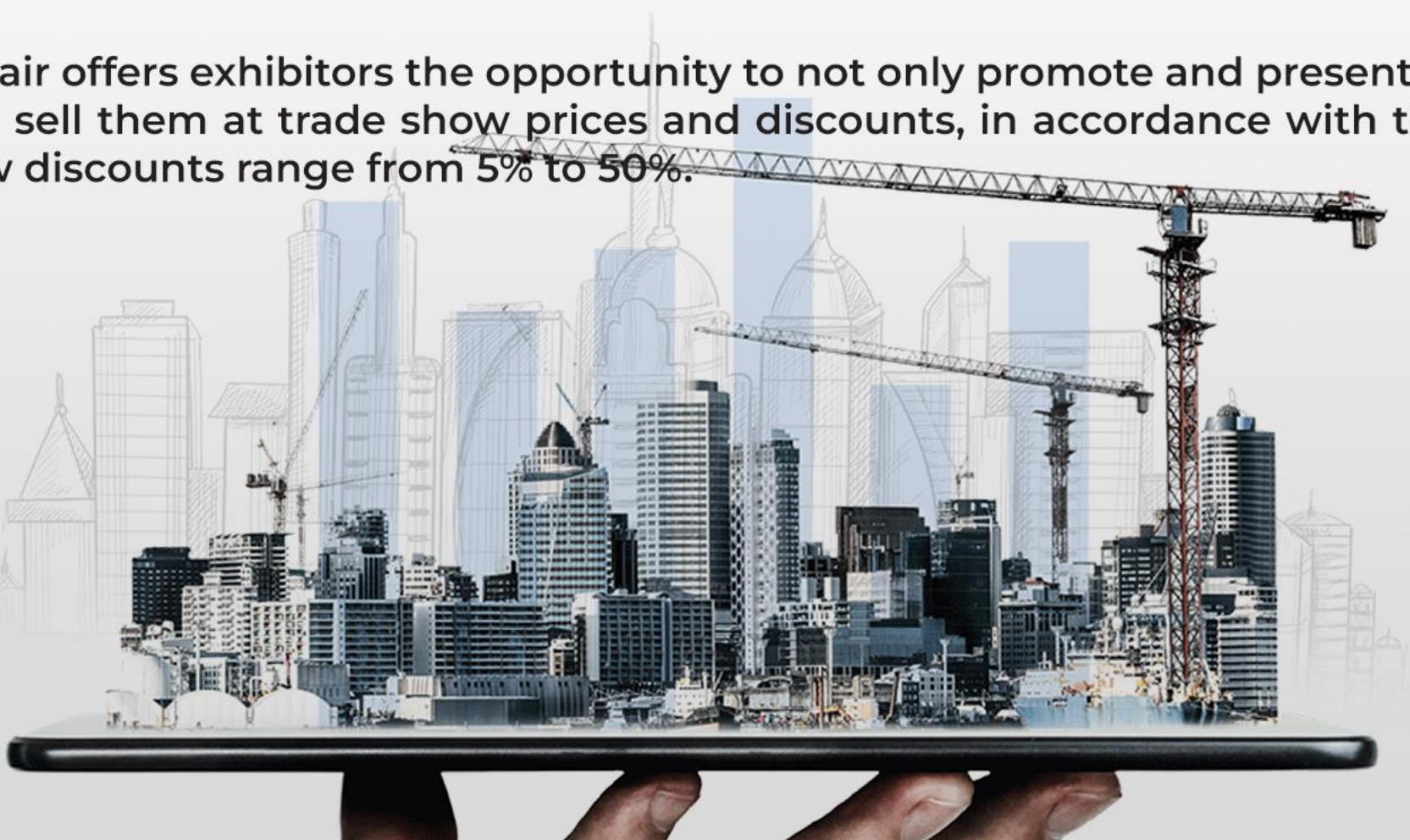
# EXHIBITION CONCEPT OF THE FAIR

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The "SIF" Fair is designed as a space where companies from the construction industry, as well as companies engaged in all related branches of construction, will be presented.

The "SIF" Fair offers exhibitors the opportunity to not only promote and present their products but also to sell them at trade show prices and discounts, in accordance with the fair's policy. Trade show discounts range from 5% to 50%.



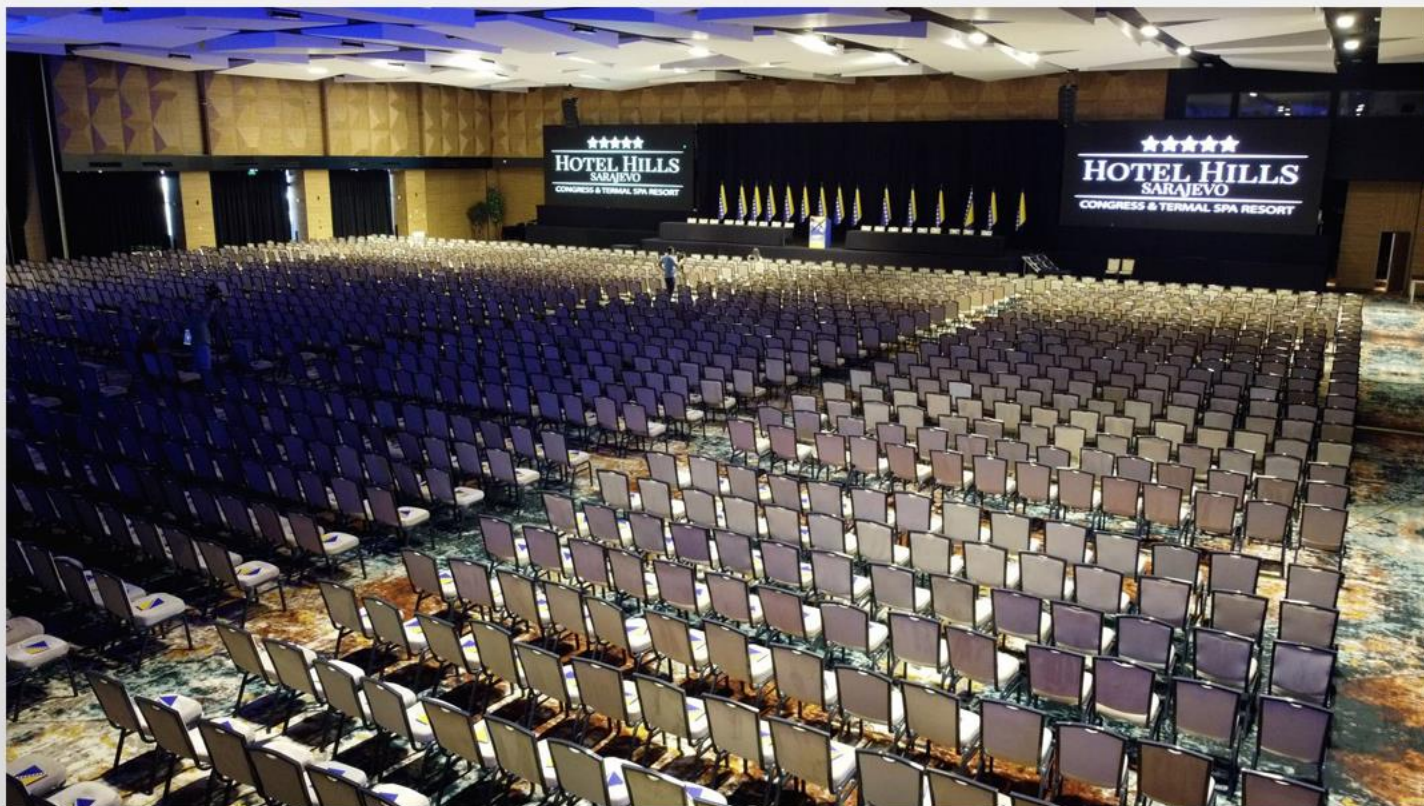


# WHEN AND WHERE



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In a 4,000 m<sup>2</sup> space designed in the style of world-class trade fairs, along with over 3,000 m<sup>2</sup> of open space, you will have a unique opportunity to present and promote your production capabilities and innovations, collections, and trends. Additionally, you will be able to connect with business partners and enhance your sales to end customers.



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# MEDIA AND SUPPORT



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## MEĐUNARODNI INDUSTRIJSKI SAJAM



### PARTNERI SAJMA



### MEDIJSKI PARTNERI



[www.sarajevskisajam.ba](http://www.sarajevskisajam.ba) | [www.profitteam.ba](http://www.profitteam.ba) | [sarajevoindustryfair@gmail.com](mailto:sarajevoindustryfair@gmail.com)

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SAJAM GRAĐEVINARSTVA, MAŠINSTVA I  
METALNE INDUSTRIJE  
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ZETRA, SARAJEVO

